How-to writing is the easiest and most lucrative field an aspiring writer can enter—and copywriting legend Bob Bly is sharing his secrets to how anyone can become a successful how-to writer.

*How to Write and Sell Simple Information for Fun and Profit* is a step-by-step guide to building a profitable new career that’s ideal for career changers, retirees, and anyone looking for a supplemental income. You don’t have to be a great writer. You don’t have to be the leading guru in your field. But if you’re curious, enjoy learning new things, and write clearly, you can easily become an expert author who successfully publishes and sells your work.

*How to Write and Sell Simple Information for Fun and Profit* shows readers how to come up with ideas for saleable how-to books, articles, reports, and seminars; how to research, write, and publish effective, practical how-to instructional materials; how to build a reputation and a loyal following; and how to earn $100,000 a year or more.

Readers will learn how to maximize their writing profits by repackaging how-to information in a variety of formats, including e-books, podcasts, webinars, e-newsletters, audio CDs, DVDs, software, speeches, seminars, classes, coaching, directories, workbooks, white papers, and more. Bly shows how to make real money from the Internet’s insatiable demand for free information, and how to stand out in a crowded market by adding personalized value to your writing.

Written in Bob Bly’s trademark clear and straightforward style, *How to Write and Sell Simple Information for Fun and Profit* teaches readers how to do everything from selling one’s first magazine article to building a million-dollar how-to information business. This is an instant classic that every aspiring writer must read.

About the Author: Called “America’s top copywriter,” Robert W. Bly is a self-made multimillionaire from his successful freelance writing career. Bly is the author of over 75 classic books on marketing and copywriting, including *Careers for Writers, The Copywriter’s Handbook*, and *The Elements of Business Writing*. He has published more than 100 articles and is an expert on direct marketing.
Yes, you can make serious money as a writer … …
and the new book How to Write and Sell Simple Information for Fun and Profit will show you how

“Grab this book and devour it. It might just be the catalyst that changes your life”
—Herschell Gordon Lewis, author of Internet Marketing: Tips, Tricks and Tactics

It’s a law of nature that writers don’t make money, right? Absolutely not, says copywriting legend Bob Bly, and he should know—he’s a self-made multimillionaire who made his fortune as a freelance writer.

What’s Bly’s secret? He knows that there’s a wealth of untapped opportunity in the easiest and most lucrative field an aspiring writer can enter … how-to writing. And now Bly is sharing his secrets to how anyone can be a successful how-to writer in his new book How to Write and Sell Simple Information for Fun and Profit: Your Guide to Writing and Publishing Books, E-Books, Articles, Special Reports, Audio Programs, DVDs and Other How-To Content (Quill Driver Books, September 2010).

How to Write and Sell Simple Information for Fun and Profit is a step-by-step guide to building a profitable new career that’s ideal for career changers, retirees and anyone looking for a supplemental income. You don’t have to be a great writer. You don’t have to be the leading guru in your field. But if you’re curious, enjoy learning new things and love to share your knowledge, you can easily become an expert author who successfully publishes and sells your work.

How to Write and Sell Simple Information for Fun and Profit shows readers how to:

• Find your writing niche or specialty.
• Come up with ideas for saleable how-to books, articles, reports, and seminars.

–more–
Research and write effective, practical how-to instructional materials.

Publish your work in a wide variety of formats to reach the biggest and most profitable audience.

Build your reputation and a loyal following in your field.

And earn $100,000 a year or more!

Don’t think of yourself as an expert on anything? Bly shows you how great writing ideas are all around you—and presents his tried-and-true techniques for quickly researching and acquiring knowledge on any subject you want to write about.

And once you have a winning idea, there are more ways to sell your knowledge than you dreamed possible. How to Write and Sell Simple Information for Fun and Profit will teach you how to maximize your writing profits by repackaging how-to information in a variety of formats: articles, audio CDs, blogs, books, booklets, classes, coaching, columns, consulting, DVDs, e-books, guidebooks, newsletters, podcasts, radio shows, seminars, software, special reports, speeches, video, webinars, websites, white papers, workbooks, workshops and more.

How to Write and Sell Simple Information for Fun and Profit will also show you how to make real money from the Internet’s insatiable demand for free information, and how to stand out in a crowded market by adding personalized value to your writing.

Written in Bob Bly’s trademark clear and straightforward style, How to Write and Sell Simple Information for Fun and Profit will teach you to do everything from selling your first article to building a million-dollar how-to information business. This is an instant classic that every aspiring writer must read.

About the Author: Called “America’s top copywriter,” Robert W. Bly is a self-made multimillionaire from his successful freelance writing career. Bly is the author of over 75 classic books on marketing and copywriting, including Careers for Writers, The Copywriter’s Handbook and The Elements of Business Writing. He has published more than 100 articles and is an expert on direct marketing.

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Author: Robert W. Bly with Fred Gleeck
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About Robert W. Bly
Author of How to Write and Sell Simple Information for Fun and Profit

Bob Bly has been a professional writer since 1979 and a full-time freelance writer since 1982. He earns more than $600,000 a year from his freelance writing and is a self-made multi-millionaire.

Bob is the author of over 75 books including Careers for Writers (McGraw-Hill/VGM), Secrets of a Freelance Writer (Henry Holt), The Copywriter’s Handbook (Henry Holt), The Elements of Technical Writing (Alyn & Bacon) and The Elements of Business Writing (Alyn & Bacon).

McGraw-Hill calls Bob Bly “America’s top copywriter,” and he was named 2007 Copywriter of the Year by American Writers and Artists, Inc.. His copywriting clients include such publishers as Kiplinger, Boardroom, Phillips, Agora, KCI, Nightingale-Conant and Medical Economics. He has published more than 100 articles in Amtrak Express, Cosmopolitan, Writer’s Digest, DM News, New Jersey Monthly, City Paper and many other publications.

Bob writes regular columns for Target Marketing, a monthly trade publication covering the direct marketing industry; Early to Rise, a daily e-newsletter on business success; and The Writer. The Direct Response Letter, Bob Bly’s free e-newsletter, has over 50,000 subscribers.

Bob has given lectures on marketing, writing and freelancing to numerous groups, including the American Writers and Artists Inc., National Speakers Association, Learning Annex, American Seminar Leaders Association and the American Society of Journalists and Authors. He is a member of the Specialized Information Publishers Association and the American Institute of Chemical Engineers.

He holds a B.S. in chemical engineering from the University of Rochester and has taught technical writing at New York University. Prior to becoming a full-time freelance writer in 1982, Bob was a technical writer for Westinghouse and advertising manager for Koch Engineering.

Special thanks for some of the ideas and concepts in How to Write and Sell Simple Information for Fun and Profit go to Fred Gleeck, a pioneer in Internet information marketing.

For more information on How to Write and Sell Simple Information for Fun and Profit (Quill Driver Books, September 2010) or to arrange an interview with author Robert W. Bly, please contact Jaguar Bennett at Quill Driver Books, (800) 345-4447, Publicity@QuillDriverBooks.com
Advance praise for How to Write and Sell Simple Information for Fun and Profit

“If a recognized authority said to you, ‘You can write a nonfiction book on a topic even if you possess only what I call ‘thin credentials,’ would you believe you actually can? Believe. That’s because the authority is Bob Bly. Bob Bly has the unique ability to show us: what we may have thought is creatively impossible is not only possible but logical. If ever you’ve had—and suppressed—the urge to write a book or an article or an ad or a mailing or an online presentation, grab this book and devour it. It just might be the catalyst that changes your life.”

—Herschell Gordon Lewis, author of Internet Marketing: Tips, Tricks and Tactics

Bob Bly does a great job laying out the opportunities and challenges for the aspiring writer in today’s fast-changing Internet information market. Bly’s advice is smart and helpful—the kind that only a pro can provide—with lots of helpful tools for generating ideas, organizing structures, checklisting copy, and much more.

—Michael Masterson, author of “Confessions of a Self-Made Multimillionaire”; “Ready, Aim, Fire: Zero to $100 Million in No Time Flat”; and “Changing the Channel: 12 Easy Ways to Make Millions for Your Business.”

“This book contains the most detailed, concise, and useful information I’ve ever found on earning a six-figure income as a writer. I anticipate that the in-depth, how-to secrets in this book will be worth well over $100,000 to me in the next nine months alone.”

—Joshua T. Boswell, freelance copywriter

“Writers should stop wasting time and start reading and applying Bob Bly’s newest book, How to Write and Sell Simple Information for Fun and Profit. Bob Bly’s right on the target, as usual. This book will save every new writer a ton of time getting in print and paid. Bly got to the top by writing accurate, easy-to-use, how-to books. This one’s a dandy!”

—Gordon Burgett, author of How to Get Your Book Published Free in Minutes and Marketed in Days

“As I write this, I’m only on page 39 … and it’s clear this book is classic Bob. From the full picture he gives of today’s evolved info-publishing opportunities to the half-dozen new product ideas he’s given me already, this thing is jammed with valuable insights. Not to mention, Bob gives rock-solid instructions on how to make it all happen. Great stuff!”

—John Forde, six-figure copywriter and founding editor, CopywritersRoundTable.com

“What do you get when you mix incomparable information with an incomparable writing style? You get Bob Bly’s latest book. Bob lays out a path to success. All you have to do is follow it!”

—Marilyn Pincus, author of GET THE JOB! Interview Strategies That Work

“Bob Bly gives the step-by-step details which every aspiring writer needs. Read these pages, apply them to your writing and you will have fun and profit.”

—W. Terry Whalin, publisher and author of Jumpstart Your Publishing Dreams

“This is a valuable resource for not only the newbie writer but for the most experienced writer as well. Bob goes beyond theory and supplies the practical ‘how to’ of making money.”

—MaryEllen Tribby, founder/CEO, WorkingMomsOnly.com

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Bob Bly’s Top 7 Reasons Why Anyone Can Succeed as a How-To Writer

Excerpted from *How to Write and Sell Simple Information for Fun and Profit*

1. **It’s easy to get started in how-to writing:** “How-to writing provides a quicker, surer entry into publication than many other writing categories. Vast hordes dream of writing the Great American Novel, but the group of writers who dream of writing the Great American Guide to Growing a Greener Lawn is a bit smaller.”

2. **How-to writing pays extremely well:** “Some of the best-selling books of all time are how-to books. If you follow the plan in *How to Write and Sell Simple Information for Fun and Profit*, I think you can realistically get to the $100,000 to $200,000 a year income level within 12 to 24 months.”

3. **You don’t need to be the world’s greatest writer:** “To succeed as a how-to, do-it-yourself, or self-help author, you don’t have to be the next Shakespeare or even the next Stephen King. Can you explain something or teach a skill in a clear, organized, entertaining fashion? Then you can succeed as a how-to writer.”

4. **You don’t need to be the leading guru in your field:** “You do not need to be the leading practitioner, scholar, or expert in your field to write a book about it. As noted by author and speaker Fred Gleeck, you only need know more about your subject than 90 percent of the people out there. ‘Don’t worry about the other 10 percent; they’re not your market anyway,’ says Fred.”

5. **Whether you know it or not, you have unique knowledge to share with a paying audience:** “If you think you are not an expert in any subject, I doubt that’s really true. Every person has unique skills, training, and experiences. You are an ‘expert’ in your life and many of the things that make up your life.”

6. **Even when information is free, demand for knowledge is high:** “Even in a world dominated by Google, the wisdom, knowledge, and guidance people are seeking are in short supply. As librarian Richard Yates once observed, ‘We are drowning in information but starved for knowledge.’ As a result, the public’s appetite for how-to material is insatiable, and—despite the Internet user’s mantra that ‘information should be free’—readers eagerly open their wallets to obtain it.”

7. **The guided step-by-step plan in *How to Write and Sell Simple Information for Fun and Profit* shows you everything you need to do to be a success:** “By following the comprehensive plan laid out in this book, you can earn a comfortable six-figure annual income from your writing. And you can do it when and where you want, while writing what interests and pleases you. You can work at home—no boss, no commute, no suit and tie, no alarm clock.”

For more information on *How to Write and Sell Simple Information for Fun and Profit* (Quill Driver Books, September 2010) or to arrange an interview with author Robert W. Bly, please contact Jaguar Bennett at Quill Driver Books, (800) 345-4447, Publicity@QuillDriverBooks.com
Why the Opportunities for How-To Writers Are Practically Limitless

Excerpted from *How to Write and Sell Simple Information for Fun and Profit*

How-to writing goes far beyond books and articles to multiple formats, media, and distribution channels. Some writers stick to just one medium: they write articles for consumer magazines, or write a blog. Others write for multiple media; doing so enables you to reach a broader audience while selling more of your writing for more money.

Here are just some of the formats in which you can write, publish, distribute, and sell your how-to writings:

- Articles
- Audio CDs
- Blogs
- Books
- Booklets
- Calendars
- Cartoons
- Classes
- Coaching
- College courses
- Columns
- Consulting
- Databases
- Dictionaries
- Directories
- DVDs
- E-books
- E-newsletters
- Flash cards
- Guidebooks
- Instruction sheets
- Leaflets
- Magazine articles
- Membership sites
- Newspaper articles
- Newsletters
- Podcasts
- Posters
- Radio shows
- Seminars
- Software
- Special reports
- Speeches
- Syndicated columns
- Tele-seminars
- Training
- Tutoring
- TV shows
- Video
- Webinars
- White Papers
- And that’s just to start!

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The Three Reasons You’re NOT Making Money as a Writer

Excerpted from *How to Write and Sell Simple Information for Fun and Profit*

Oscar Wilde said, “There is nothing as depressing as a small but adequate income.” Here are three of the reasons why the majority of writers doom themselves to such a modest income and depression.

1. **You don’t specialize**
Publishers are more likely to give a book contract to a writer who is a specialist in the topic of the book. Many magazines prefer specialists, too: *Scientific American* is written largely by professional scientists, and *Stocks and Commodities* publishes articles contributed mainly by portfolio managers, analysts, brokers, and traders.

When customers are buying information online, the closer your product is matched to the specific needs of these readers, the easier it will be to sell and the more you can charge. When you target a niche market, you have a small universe of potential readers, but they will pay surprising amounts of money for specialized information in their area of interest.

“Always target a niche market,” advises Internet information marketing expert Stephen Pierce. “If you want to get rich, target a niche. If you want to go broke, market to all the folks. Identifying a problem in that niche market is priority #1. Creating a desired solution for that problem is priority #2. Delivering that solution for a profit to your niche market is priority #3.”

2. **You’re writing only for print**
In today’s electronic age, print represents only a small portion of the spectrum of communication media available to writers. The writers who make the most money write in many media, not just books and magazine articles. “Any form of writing can change the world,” states Mary Pipher in *Writing to Change the World*. “Your goal is to find the form that allows you to use every one of your talents in the service of what you consider to be your most important goals. You want to search for what you alone can say and then how you can say it most effectively.”

How-to writing goes far beyond books and articles to multiple formats, media, and distribution channels. Some writers stick to just one medium: They write articles for consumer magazines, or they write a blog. Others write for multiple media, and by doing so they reach a broader audience while selling more of their writing for more money.

3. **You’re not promoting yourself**
You can’t just write a book or training program and expect the world to beat a path to your door. You have to proactively, aggressively, and continually market and promote your work. Often those who are most successful are not the best writers or the most knowledgeable on their topic. Rather, they are the best at self-promotion and marketing.

For more information on *How to Write and Sell Simple Information for Fun and Profit* (Quill Driver Books, September 2010) or to arrange an interview with author **Robert W. Bly**, please contact Jaguar Bennett at Quill Driver Books, (800) 345-4447, Publicity@QuillDriverBooks.com
Bob Bly’s 6 Tips for Establishing Yourself as an Expert

Excerpted from *How to Write and Sell Simple Information for Fun and Profit*

Being an expert doesn’t mean knowing more than anybody else in the world about your subject. You don’t have to study it for half a century or even get a Ph.D. to qualify to write how-to nonfiction. Here are 6 simple tips from Bob Bly for establishing your credentials as an expert:

1. **Focus on a niche:** “Marketing’ is too broad, but if you specialize in marketing for chiropractors, your information becomes more specialized and valuable, and there’s less competition. Today’s successful how-to authors establish a platform—a reputation and a built-in audience in a particular topic or niche—and focus their writing in just one or two areas.”

2. **You’re already an expert on your job:** “Excellent books have been written by authors about a skill, expertise, or career experience gained on the job. Have you developed specific and valuable skills such as computer skills, selling, marketing, finance, negotiating, or programming—skills that others need to master? There’s a need for a book telling them how to do it.”

3. **Get thin credentials:** “You can write a nonfiction book on a topic even if you possess only what I call ‘thin credentials.’ Years ago, I had an opportunity to earn handsome fees writing about IT, except the client wanted to know my credentials. I found that becoming a Certified Novell Administrator (CNA) required me to take only one course and an exam to earn the certification. When the client asked me whether I had any experience in IT, and I replied that I was a trained CNA, I was hired on the spot.”

4. **Learn by doing:** “Doing the thing you are writing about gives you greater understanding of the topic and greater credibility with your reader. Active participation keeps your skills sharp and your knowledge level current. It also gives you a living laboratory in which to test out your ideas to make sure your advice works in the real world. And, it establishes your credibility with the audience or reader.”

5. **Teach a class:** “There are two advantages to teaching a class or seminar. First, in developing and teaching the course, you will simultaneously be doing most of the legwork necessary to produce a book on the subject. Second, teaching the course positions you as an expert in the subject, making you more attractive to book publishers.”

6. **Write prolifically:** “Readers are more inclined to buy how-to advice from people they recognize as gurus. And the more how-to material you write and publish, the more you gain a reputation as an expert in your topic. So being a prolific writer and publisher on your topic in multiple media can accelerate your ascent to guru status.”

For more information on *How to Write and Sell Simple Information for Fun and Profit* (Quill Driver Books, September 2010) or to arrange an interview with author Robert W. Bly, please contact Jaguar Bennett at Quill Driver Books, (800) 345-4447, Publicity@QuillDriverBooks.com
8 Skeptical Questions for Robert W. Bly, Author of
*How to Write and Sell Simple Information for Fun and Profit*

1. You yourself admit that the average American writer earns just $52,258 a year. (*How to Write and Sell Simple Information for Fun and Profit*, p. 17.) Do you really mean it when you say a writer can earn $100,000 a year writing how-to information?

2. You recommend that aspiring writers should write about boring topics like selling real estate, growing earthworms, running a franchise business, etc. Wouldn’t a writer be more successful writing stories people really care about?

3. Thanks to the Internet, most people have access to more information than they can ever use. Is there still a market for informational writing?

4. Let’s be honest—there are thousands of writers out there, and most of them never make it. How can a writer succeed in today’s crowded market?

5. Isn’t paying for content an obsolete twentieth-century business model? There’s so much free information available today—can anyone really make money selling information?

6. You advocate repackaging content in different formats, which to me sounds like selling the same product over and over again. Is that fair to one’s readers? Can you really get away with that?

7. To be frank, I find it a little distasteful that you think there’s a “formula” for being a successful writer. Aren’t you suggesting that writers should just be careerists who pump out material just to make money?

8. I can’t believe you say you don’t have to be an expert to successfully write a how-to book. If I don’t know what I’m talking about, why should anybody listen to me?

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