

Our Goal

Older no longer means dull and withered.

Senior Citizens and Retirees are now being joined by the first of the 78 million Baby Boomers to reach the 60-year mark. The majority of these "young oldsters" are searching for ways to continue being active and productive. Our goal is to introduce them to writing as an ideal way to accomplish that.

**The highly respected Gallup Organization reports
that 81% of mature American adults hope to write a book**

**When a group of 14,000 subscribers to *Eons.com*,
one of the Internet's most exciting web sites for Seniors and
Boomers, was asked to list their most precious life dreams,
"writing a book" easily captured second place.
(Only "losing weight" outpaced it.)**

But many of those who express a longing to write, are intimidated by the mystique of writing and even more by the complexities of the publishing industry. "I've got a wonderful idea for a novel....but I don't know what to do with it" is a common refrain.

Some prefer to write a memoir, how-to book, travel stories, magazine articles or become business writers. But whatever their dreams, they never begin to write because they have no idea of how to finish.

Their frustration became the genesis of the new book, *The Writer Within You*, and the related web site and the blog of the *Retire-Write* program.

The Book

The Writer Within You was written to answer the expressed concerns of retirees, Baby Boomers planning their retirement and other Seniors who cherish a desire to become authors and beg for guidance. They are reluctant to attend writing classes and overwhelmed by the number of books they have to read to get started. They long for a single volume that gives them the basics of writing and moving their work to print.

Subtitled *A Step-by-Step Guide to Writing and Publishing in Your Retirement Years*, this book was written to meet their needs. It is available at bookstores, both on and offline, or can be ordered on the web site.

The Web Site

www.retirement-writing.com is designed to motivate as well as instruct. The core of the site is divided into several distinctive sections: Writing, Publishing and Marketing. These pages include an overview plus a number of instructional articles. They are supplemented by an introduction to the craft of writing geared to wannabes and an explanation of the Retire-Write program and all of the free benefits it offers.

A Press Room welcomes journalists. It contains press releases, a sample chapter of *The Writer Within You*, copies of reviews, bio of the author, and assorted information and facts that should prove helpful. A photo of the author and the book cover are available here.

The Blog

www.retirement-writing.com/blog can be accessed from the web site or directly. Updated at least once a week, the blog contains current highlights of what's happening in the publishing industry. In addition to these stories and the unique observations of Charles Jacobs, the author, a special instructional column called "Charlie's Choice" is posted. Each week the column is devoted to a specific aspect of writing, publishing or promoting books and/or articles. The column includes recommended resources and outlets, all of which have been vetted by the author.

These three components were designed to meet the specific need expressed by so many retirees for a comprehensive, easy-to-understand guide to writing and publishing what they have written.