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Press Release

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The Writer Within You A Step-by-Step Guide to Writing and Publishing in Your Retirement Years

It's Never Too Late to Learn to Write & Publish

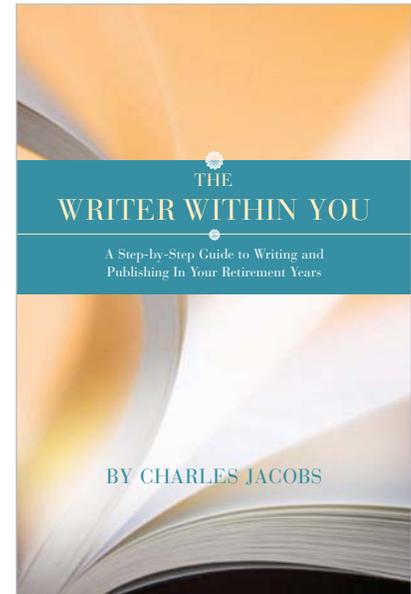
- A survey conducted by the Gallup Organization reveals that 81 percent of the American population has a book inside them waiting to be written.
- A survey conducted for the AARP, by Roper Starch Worldwide, revealed that 73% of baby boomers intend to “dedicate a lot of time to a hobby or special interest” during their retirement.
- A recent poll conducted by Eons.com, a leading website for seniors and Baby Boomers, listed writing a book as the second most popular lifelong dream for seniors.

OLD IS GETTING YOUNGER EVERY DAY

(Kissimmee, FL – May 2007) The attitudes of retirees are changing radically as healthier and more vibrant Americans are faced with mandatory retirement today. With a world of options before them, retirees are turning their backs on full-time retirement and starting new careers or living out their life-long avocational dreams.

A recent poll conducted by Eons.com, a leading web site for Seniors and Baby Boomers, pinpointed those dreams. The 7,000 respondents listed “writing a book” as their second most popular lifelong dream. (Only “losing weight” topped it.)

The problem expressed time and again by retirees, Seniors and Baby Boomers who will soon retire, is their lack of know-how. “Have I got a great book to write” is something every author hears frequently, followed by the plaintive refrain, “But I don't know how to go about it.”



THE WRITER WITHIN YOU

A Step-by-Step Guide to Writing and Publishing In Your Retirement Years

AUTHOR

Charles Jacobs

CATEGORY:

Reference/Writing

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Author, editor and consultant Charles Jacobs has responded to that complaint. His latest book *THE WRITER WITHIN YOU* provides practical, down-to-earth guidance that will help them fulfill that life long dream of becoming a published writer. Readers will learn how to craft books and articles in six different genres, select the best publisher for a specific book and market and promote their finished work.

While the fundamentals of writing are the same for someone who is 55-or-80-years-old as they are for a 16-year-old teenager, Jacobs points out that retirees bring a wealth of life and career experiences to the challenge of writing. However, even with these advantages few ever begin the projects they dream of because they are unpracticed in writing and bewildered by the complexities of the publishing maze.

THE WRITER WITHIN YOU is the third component of a three-part program Jacobs has designed to support retirees in their new endeavor. The recently launched web site and blog, both free, contain book excerpts, resources, industry news and articles by other recognized professionals.

Designed to be the most comprehensive single-volume guidebook on writing and publishing available today, *THE WRITER WITHIN YOU* will reach bookstores this Fall.

Retirement Writing Website - <http://www.retirement-writing.com>

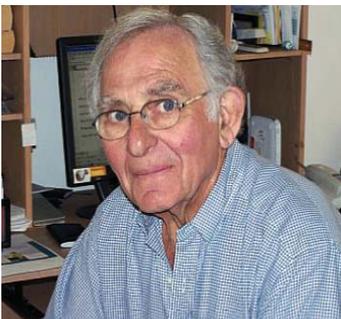
Retirement Writing Blog - <http://www.retirement-writing.com/blog>

Download Sample Chapter - http://www.retirement-writing.com/press_room

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***THE WRITER WITHIN YOU* COVERS**

- Becoming a Writer
- Writing Your Book
- Publishing Your Book
- Marketing Your Book
- Writing & Placing Your Articles
- The Digital World: Writing & Promoting on the Web
- Commercial Writing



ABOUT THE AUTHOR: Charles Jacobs is a retired Editor and Publisher who has written more than 750 articles for newspapers and magazines from the *New York Times* on the East Coast to the *Los Angeles Times* in the West. He is a published novelist and writing instructor, and has won numerous awards for his writing from professional organizations like the Society of Professional Journalists.

About the Author

Charles Jacobs is particularly qualified to help retirees find their niche in the complex and confusing world of publishing. A retiree himself, he is able to call upon a wealth of experience in writing and publishing to produce *The Writer Within You* and create the Retirement-Writing program.

More than 50 years ago he helped put himself through Columbia College and earn a Master's Degree at Columbia's famed Pulitzer Graduate School of Journalism by working as a stringer and reporter for the *New York Journal American*. During the course of his journalistic career, he rose to the position of Publisher/President of the Alameda Newspaper Group in the San Francisco region, and served as Publisher of the North Jersey Herald & News and Editor-in-Chief of Focus, a million circulation magazine. He has consulted for a variety of magazines and newspapers.

Charles has published more than 750 articles in magazines and newspapers, spanning the country from the *Los Angeles Times* on the West Coast to the *New York Times* in the East and in Canada. He has ghost written several books and published a novel *Blood Bond*.

His writing has been honored with numerous awards from the Society of Professional Journalists, Working Press Association, the New Jersey Press Club and the North American Travel Journalists Association.

Charles has served as Editor-in-Chief of *Travel World International*. Publications throughout the United States and in Canada have carried his travel articles, and he has written for *Grand Circle Travel* and *Overseas Adventure Travel*. He has taught classes in magazine writing and has served as guest speaker for a variety of organizations and at writer's conferences sponsored by the National Writers Association.

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Debunking Writer's Myths

They look upon us with veneration...with awe...yet tinged with bewilderment. To many, the writer is a unique being with arcane talents, perhaps a bit of a superhuman to others. To most, the author's prodigious talents are a gift from heaven. We come in many different shades and with a variety of stripes. But underneath the superficial, we are all simple human beings with the same needs, wants and hopes of others.

1. **Writers make an easy living without working very hard** - Hardly so. With rare exceptions, the majority of writers eek out a living, often supplementing with a side job.
2. **The writer's life is loose and free, uninhibited and unscheduled** - No way! Without strict adherence to a rigid schedule of work, books and articles would never be finished. The process starts with research, moves on to writing and ends with editing and rewriting.
3. **Writers have huge egos, and that's what makes them successful** - No, it's not egos; it is the confidence we develop in our own creative abilities.
4. **The Writer's Life Is Glamorous And Fun** - Lots of parties and socializing with the elite. Quite the contrary, our lives tend to be a bit solitary at times. Glued to a desk and a computer, tucked away where the household noises can't penetrate, Most of us cherish our time alone. It is when we are most productive.
5. **Writers Are Born, Not Created** - Not so. With proper study and a lot of hard, solid work at the computer, almost anyone can become a writer. You may not reach the best seller lists, but neither do the majority of published authors.
6. **You Don't Need Any Special Skills to Write, Just a Good Teacher and Practice.** Not totally so. There is no substitute for innate creative ability, nor for the curiosity or perceptiveness that a good writer must have.
7. **The Best Way To Learn To Write Is To Study And Then Copy The Style Of A Successful Writer** - That's decidedly the wrong approach. You have to develop and enrich a style that comes from within. It must be you, not Hemingway or Didion, Tom Wolf or Saul Bellow.
8. **There Is Nothing Original To Write** - That's true. Someone has written on just about every subject possible. The originality comes, and there a great deal of room for it, from the treatment the subject receives from each individual writer. It's much like copyright: you can't copyright a subject, but you can protect your treatment of that subject against plagiarists.
9. **There Are Dozens Of Old Saws Promulgated By Writing Instructors And School Teachers That Should Be Debunked** - Here is just a short sampling of those myths. Don't use contractions. Heck, they help set a tone when used properly. Don't leave a preposition hanging at the end of a sentence. That's good advice, but sometimes it's the only way the sentence will flow. Never start a sentence with a conjunction. Again, good advice, but on occasion that helps coordinate your sentences and ease the flow of the text. There are lots more of these. Enjoy discovering them.
10. **Writer's Block. The Worst Of The Myths!** - Overused as a crutch, writers block is an excuse for poor quality writing that results from either inadequate research or a lack of confidence. When you face that empty computer screen and it returns your look and challenges you to write, you have two choices. If you haven't researched adequately so you can put meaningful words on paper, go back and do it. If it's a matter of confidence, plunge ahead. Start writing no matter how stilted your words seem. You can always go back and rewrite, edit or start from scratch again.

Questions for Charles Jacobs

1. What made you write a book geared specifically to seniors and retirees?
2. There have been numerous reports on the shifting attitudes toward retirement, particularly on the part of the Baby Boomer generation. Let's talk about the changing nature of this demographic and how your book fits in.
3. Was there a way to test the level of interest in writing among members of this age group?
4. Are there specific categories of writing that retirees prefer?
5. You've devoted a good deal of time and effort to developing a web site and a blog on writing in retirement. Are enough retirees and other seniors computer literate and able to take advantage of these resources?
6. As a retired senior, when did you become competent on the computer? Do you use it just for writing and research or for other activities?
7. Must a writer be able to use a computer to be successful today?
8. What qualified you to write *The Writer Within You*?
9. How long did it take you to complete the research and the writing of the book?
10. The opening chapter of *The Writer Within You* poses the question, "Can I become a writer?" Your response was "Of course you can." How does a wannabe author make it happen?
11. One often hears the argument that writing can't be taught. It is something innate within a person. Do you agree?
12. In our society, people both revere and mistrust writers. They are often considered a "different breed." They have a reputation for free-wheeling, living high and in many cases rather loosely. How do you respond to that? Does it characterize you life style?

Interesting Facts

1. A survey conducted by the Gallup Organization reveals that 81 percent of the American population has a book inside them waiting to be written.
2. 76 million (roughly 37%) of Americans are now 50 or older. That number will increase 27% to a record 97.1 million by 2010.
3. Baby boomers were born in the period from 1946 to 1964. The oldest turned 60 in 2006. The US Census Bureau estimated there were 78.2 million Baby Boomers on July 1, 2005.
4. 7,918 Americans turned 60 each day of 2006. That amounts to 330 every hour.
5. Two thirds of workers surveyed expected to work after age 55 and 15% hoped to start their own business after retirement according to a study conducted in 2005 by the John J. Heldrich Center for Workforce Development at Rutgers University.
6. There are now at least 3 million entrepreneurs 55 years and older, up by 33% from 2000-source, US Government, Sept 2006.
7. "There are people who don't want to work an hourly job, and are wondering what are they going to do for the next 30 years." -Linda Weiner of *Monster.com* in the *New York Times*.
8. A 2006 survey by Merrill Lynch reports that working part-time in retirement (45%) outpolls full-time (35%) and not working at all (34%).
9. "Boomers will need to redefine what it means to grow older. This will probably mean more consulting practices and home-based businesses, rather than more time on the golf course." -Terry Cochran writing on the *Boomernet* web site.
10. In a recent Roper Survey, Boomers under 50 were asked how old is old? They responded 68. Boomers over 50 boosted that figure to 78.
11. "Research shows great interest among Baby Boomers in staying productive. For example, 75% of Boomers intend to keep working in retirement, a recent survey by Merrill Lynch found. But they expect to retire from their current jobs at an average age of 64, then launch a new career." -*The Wall Street Journal*