

## Writing for Publication

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- Do you have an important message that you want to share?
- Are you sometimes not sure whether people even read the things that you write?

Here are some important tips for WRITING WELL—writing what people will actually read.

### 1. Know your best time for writing.

Some people write by day; others write by night. Some people need silence; others turn on the music. Some people scribble anything that comes to mind; others meticulously agonize over every word. Some insist that writing requires inspiration; others say that it is a discipline.

Who is correct? Which method is better? Without a doubt, the correct answer is the answer that works for you!

### 2. Know your audience and medium.

**Audience:** Who are you writing for? Who is going to read your work? Just as with any other type of consumerism, the “customer is king.” In other words, the audience reigns supreme.

**Medium:** Writing for a print magazine is different from writing a blog post that will be read online. Writing for a DOVE publication is different from writing for the general public. Writing for a professional journal is different from writing for a newspaper. Each medium has its own requirements and expectations; know what they are!

### 3. Know the language.

Very few things are more frustrating than grammatical errors in writing. What is a verb? What is a sentence? What is the correct use of different kinds of punctuation? Before submitting your work, read it out loud to see if things make sense!

### 4. Keep it simple.

Regardless of your audience or the medium you are writing for, simple is always better. Use words as if each one costs you a dollar. Cut them out and tighten them up. Shorten sentences; avoid clichés.

William Zinsser in *On Writing Well* says: “Clutter is the disease of American writing. But the secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb which carries the same meaning that is already in the verb. . . only weakens the strength of the sentence. Fighting clutter is like fighting weeds!”

## 5. Write to express, NOT to impress.

Many times an amateur writer tries to use all the impressive-sounding synonyms (that no one knows the meaning of), long words and complicated metaphors that he can possibly find. The writing is too cumbersome. The reader will not be sure what the message actually is, and will give up quickly.

Recently I received the following from a young man who is starting to write. He was writing a report (intended for Facebook or a website news item) of a recent “Worship Experience” event. Here are a few excerpts:

*The service started at seven having several presentations, setting in the mood for the long awaited moment. The banner itself was in place, screening to the attention of everyone and the eye-catching set of simply brightening decoration. The quality of each item at that face of existence was unquestionably looking fabulous. The instrumentalists and worship team had quite a challenge in active participation though the reverse was solved by the numerous number of both in attendance.*

*The weather outside looked welcoming, though the rains couldn't hold back their ego by streaming down. Only later did we discover it as a sign of a blessing, though an enemy that affected the turnout of some people around the area, and some of the invited guests. At nine, the house was almost full. The worship team loosening us into a moment of praise, kept us active and overly excited to be before God. The moods fluctuated amazingly into an extraordinary atmosphere of worship.*

*The other amusing yet mind-tussling issue was the continuous arrival of visitors even at the wee hours of the night. The visitation summarized a number of churches from around.*

What is the message, really?

## 6. Showcase your writing.

As much as you should keep it simple, also keep in mind that your reader is a person with a short attention span, a person who has many things vying for his attention, and a person who is probably tired and overworked. He may or may not be interested in what you are writing about, so you need to attract him and convince him that what you have written is actually worth reading and will not just waste his time.

Pay special attention to titles or headlines and the first paragraph in order to draw the reader in to the story. The most important sentence in any article is the first one. If you do not entice the reader to keep reading, everything else is useless. And if the second sentence doesn't induce him to continue to the next, you still have not succeeded.

## 7. Develop your style.

After you follow all the “rules,” it is quite acceptable to make exceptions. To use a carpentry metaphor: you need to know how to hammer in nails before you can build an exquisite one-of-a-kind dining table. Style is organic to you as the writer, so the most important thing about style is that you should just be yourself. Believe in your own opinions, believe you have something important to say

## Details of Seeing Your Book in Print

Here are some things needed to realize your book in print with Partnership Publications.

### The Review Process

When you have done the writing, it is very helpful to have a variety of individuals read your manuscript and give feedback—those with a clear understanding of grammar and sentence structure and a good grasp of what your manuscript focuses on. For example, a book about business principles can be read by another businessman. If the book is written from a Christian perspective, it is important to have someone read it who can weigh the text theologically.

Another idea is to ask a few individuals who are part of the target audience of your book to read through it and then dialog with them to see if there are any needed improvements.

### Submitting the Manuscript

Are you ready to release your material? Have you diligently written and checked over your work? You should be satisfied with what you have written before we receive the text. Are you happy with the chapter titles as well as subtitles? We can help you, but it will save cost as well as time if these things are completed before you send your book to us.

### Extras

**Foreword** Is there someone who could write a short foreword for your manuscript? The more people who will recognize this person's name, the better.

**Contact information** In the back of your book will list ways your readers can contact you. Possibilities are your website, email address and a business address and phone number. (Personal phone numbers and addresses are not recommended.)

### Book Cover

To help us create your cover, you will need to provide:

- **A short biography** of approximately 30 to 70 words that briefly describes who you are. If you would like, you may put a longer one inside the book.
- **A photo of yourself** that will be used alongside your biography on the back cover.
- **Endorsements** It is helpful to have a few recommendations on the back cover. Two or three business or ministry associates may be willing to give you a few sentences. The more well-known they are, the better!
- **Summary text** will give peak the readers' interest and give a brief overview about what the book's contents. We can edit this—but it is helpful if you submit your own suggestion. To get started, write something that will answer questions such as: Why should I read your book? How will it help me? How will it make my life better?

### All Important Prayer

Consider inviting a few prayer warriors to join with you in praying over your book project. Keep your prayer team posted at each part of the project. You can rejoice together when you see the book completed, printed and in your hands.



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