



How to Write Non-Fiction Second Edition – Resources by Chapter

You can buy the book in all formats at www.TheCreativePenn.com/writenonfiction2

1.1 Why write a non-fiction book?

- *On Writing: A Memoir of the Craft* – Stephen King
- *Big Magic: Creative Living Beyond Fear* – Elizabeth Gilbert

- Seth Godin's advice for authors – <https://seths.blog/2006/08/advice-for-auth/>

1.2 Types of non-fiction books

- Shawn Coyne on The Story Grid blog. Breakdown of non-fiction genres: www.storygrid.com/nonfictions-big-genre-silos
- *The Story Grid: What Good Editors Know* – Shawn Coyne

1.3 What if you don't know what kind of book you want to write?

- *Pilgrimage: Lessons Learned from Solo Walking Three Ancient Ways* – J.F. Penn
- *Adventure, Walking and My Midsummer Morning with Alastair Humphreys* – www.booksandtravel.page/walking-alastair-humphreys
- *Solo, Long-Distance Walking in England with Holly Worton* – www.booksandtravel.page/solo-walking-england/
- *Open Road: A Midlife Journey Through the US National Parks with Toby Neal* – www.booksandtravel.page/us-national-parks

- Not Quite Lost: Travels Without a Sense of Direction with Roz Morris — www.booksandtravel.page/not-quite-lost
- Ten Travel Book Subgenres — www.travelwritingworld.com/travel-book-subgenres

1.4 Can I write a book if I'm not an expert?

- *Juicy Pens, Thirsty Paper: Gifting the World with Your Words and Stories, and Creating the Time and Energy to Actually Do It* — SARK
- *If You Want To Write: A Book About Art, Independence and Spirit* — Brenda Ueland
- *Make Good Art* — Neil Gaiman
- *I Could Do Anything If I Only Knew What It Was: How to Discover What You Really Want and How to Get It* — Barbara Sher

1.5 Who are you? Personal stories, originality, and the importance of voice

- *Writing Down the Bones: Freeing the Writer Within* — Natalie Goldberg
- *Bird by Bird: Some Instructions on Writing and Life* — Anne Lamott
- *Steal Like an Artist: 10 Things Nobody Told You About Being Creative* — Austin Kleon
- *Big Magic: Creative Living Beyond Fear* — Elizabeth Gilbert

1.6 Who is your reader? Identify your target market

- *Business for Punks: Break All the Rules—The BrewDog Way* — James Watt

- Seth Godin's advice for authors — https://seths.blog/2006/08/advice_for_auth/
- ChatGPT — www.ChatGPT.com
- Publisher Rocket for category and keyword research: www.TheCreativePenn.com/rocket
- *Write to Market: Deliver a Book That Sells* — Chris Fox

1.7 Decide on your book title and subtitle

- Publisher Rocket for category and keyword research: www.TheCreativePenn.com/rocket
- PickFu for book title or cover testing: www.TheCreativePenn.com/pickfubook

1.9 Your publishing options

- *Closing the Deal on your Terms: Agents, Contracts and Other Considerations* — Kristine Kathryn Rusch
- The Alliance of Independent Authors Watchdog listing of publishing companies — www.TheCreativePenn.com/watchdog
- Find out more about the Alliance of Independent Authors: www.TheCreativePenn.com/alliance
- Selective Rights Licensing by the Alliance of Independent Authors - SelfPublishingAdvice.org/selective-rights-licensing-for-indie-authors/
- White Fox Partnership Publisher — www.TheCreativePenn.com/whitefox
- Writer Beware — www.writerbeware.blog

1.10 Writing a book proposal

- *How to Write a Book Proposal, 5th Edition: The Insider's Step-by-Step Guide to Proposals that Get You Published* — Michael Larsen and Jody Rein
- Writing Non-Fiction and Supercommunicators with Charles Duhigg, *The Creative Penn Podcast* — www.TheCreativePenn.com/duhigg
- Round-up of resources on book proposals from Jane Friedman, including a downloadable book proposal template: www.JaneFriedman.com/start-here-how-to-write-a-book-proposal
- ChatGPT — www.ChatGPT.com
- Claude — www.claude.ai
- Perplexity — www.perplexity.ai

1.11 Fear and self-doubt

- *The Successful Author Mindset: A Handbook for Surviving the Writer's Journey* — Joanna Penn
- *Art and Fear: Observations on the Perils (and Rewards) of Artmaking* — David Bayles and Ted Orland
- *Big Magic: Creative Living Beyond Fear* — Elizabeth Gilbert
- *Make Your Art No Matter What: Moving Beyond Creative Hurdles* — Beth Pickens

2.1 Gather existing material

- Pilgrimage Resources — www.BooksAndTravel.page/pilgrimage-resources
- Alastair Humphreys' book trailer for *My Midsummer Morning* — www.TheCreativePenn.com/midsummer-trailer

- Examples of my daily notes — www.TheCreativePenn.com/dailynotes
- *Letter to D: A Love Story* — André Gorz

2.2 Research, interviews, surveys, and social listening

- The Author Mindset. Researching and Marketing Non-Fiction. The Obstacle is the Way with Ryan Holiday, *The Creative Penn Podcast* — www.TheCreativePenn.com/ryan1
- The Lion’s Gate, Fighting Resistance and Mental Toughness For Writers with Steven Pressfield, *The Creative Penn Podcast* — www.TheCreativePenn.com/pressfield1
- *Research Like a Librarian: Research Help and Tips for Writers for Researching in the Digital Age* — Vikki J. Carter
- How to Research Your Book with Vikki Carter, The Author’s Librarian, *The Creative Penn Podcast* — www.TheCreativePenn.com/research
- Google Forms: docs.google.com/forms
- Survey Monkey: www.SurveyMonkey.com
- “Cormac McCarthy’s Venomous Fiction,” *The New York Times Magazine*, 19 April 1992, Retrieved 21 October 2024 — <https://www.nytimes.com/1992/04/19/magazine/cormac-mccarthy-s-venomous-fiction.html>
- Malcolm Gladwell, quoted in “Malcolm Gladwell: By the Book,” *New York Times*, 3 October 2013, Retrieved 21 October 2024 — <https://www.nytimes.com/2013/10/06/books/review/malcolm-gladwell-by-the-book.html>
- Dropbox for storing files in the cloud and syncing across devices — www.dropbox.com
- Scrivener for organising research and writing — www.TheCreativePenn.com/scrivenersoftware

- Google NotebookLM — notebooklm.google.com

2.3 Structure and organise your book

- Scrivener software for organising research, planning, and writing: www.TheCreativePenn.com/scrivenersoftware
- Joan Didion quoted in “Joan Didion, The Art of Nonfiction No. 1,” *The Paris Review*, Issue 176, Spring 2006, retrieved 23 October 2024 — www.theparisreview.org/interviews/5601/the-art-of-nonfiction-no-1-joan-didion
- Google NotebookLM — notebooklm.google.com

2.4 The particular challenge of writing memoir

- Memoir books, interviews and resources — www.TheCreativePenn.com/writing-memoir
- Writing your transcendent change: Memoir with Marion Roach Smith — www.TheCreativePenn.com/marion23
- Raw journal notes in Scrivener — www.TheCreativePenn.com/pilgrimage1
- Writing and Marketing Travel Memoir with Alastair Humphreys — www.TheCreativePenn.com/alastair19
- *Pilgrimage: Lessons Learned From Solo Walking Three Ancient Ways* — Joanna Penn
- Pilgrimage Resources with the articles and interviews I did in the years while I struggled to write the book — www.BooksAndTravel.page/pilgrimage-resources

2.5 How to write the first draft

- Google Calendar for scheduling time blocks: www.google.com/calendar

- Bose QuietComfort noise-cancelling headphones. Pricey but worth it. I wear them every time I write now, even when dictating. My link: www.TheCreativePenn.com/silence
- Scrivener software for organising research, planning, and writing — www.TheCreativePenn.com/scrivenersoftware
- *Evil Plans: Having Fun on the Road to World Domination* — Hugh MacLeod
- *Heinlein's Rules: Five Simple Business Rules for Writing* — Dean Wesley Smith
- *Productivity for Authors: Find Time to Write, Organize Your Author Life, and Decide What Really Matters* — Joanna Penn
- *Bird by Bird: Some Instructions on Writing and Life* — Anne Lamott
- *Draft No. 4: On the Writing Process* — John McPhee

2.6 Writer's block

- *Draft No. 4: On the Writing Process* — John McPhee
- Malcolm Gladwell quoted in “Getting Unstuck: Writers’ thoughts on writer’s block,” *Rookie*, 28 November 2012, accessed 28 October 2024 — www.rookiemag.com/2012/11/get-unstuck/
- *Bird by Bird: Some Instructions on Writing and Life* — Anne Lamott
- *The Last Lecture: Lessons in Living* — Randy Pausch
- “Hilary Mantel’s rules for writers,” *The Guardian*, 22 Feb 2010, accessed 29 October 2024 — www.theguardian.com/books/2010/feb/22/hilary-mantel-rules-for-writers
- *The Successful Author Mindset: A Handbook for Surviving the Writer’s Journey* — Joanna Penn
- *Writing Down the Bones* — Natalie Goldberg

2.7 How to dictate your book

- Otter transcription — www.Otter.ai
- Descript audio and video editing, as well as transcription — Descript.com
- *On Being A Dictator: Using Dictation To Be a Better Writer* — Kevin J. Anderson and Martin L. Shoemaker
- *The Writer's Guide to Training your Dragon: Using Speech Recognition Software to Dictate Your Book and Supercharge Your Writing Workflow* — Scott Baker

2.8 Turn your online content into a book

- Toby Neal's Substack newsletter — tobyneal.substack.com
- *Day Trading Attention: How to Actually Build Brand and Sales in the New Social Media World* — Gary Vaynerchuk
- Seth Godin's advice for authors — <https://seths.blog/2006/08/advice-for-auth/>

2.9 Co-writing a non-fiction book

- *Co-Writing a Book: Collaboration and Co-creation for Authors* — Joanna Penn and J. Thorn
- How to Co-Write a Book. Collaboration and Co-Creation with J. Thorn — www.TheCreativePenn.com/co-writing
- How to be a Healthy Writer with Dr Euan Lawson, which includes a section on how we co-wrote *The Healthy Writer*: www.TheCreativePenn.com/healthy-cowriting
- Creative Entrepreneurship and Being Boss with Emily Thompson: www.TheCreativePenn.com/beingboss
- Co-writing *The Relaxed Author* with Mark Leslie Lefebvre — www.TheCreativePenn.com/co-writing-relaxed

- The Ultimate Guide to Author Collaboration in Writing and Publishing, featuring Helen Sedwick, J. Thorn, and others — SelfPublishingAdvice.org/author-collaboration-writing-publishing/

2.11 Elements of fiction in non-fiction

- The Lion's Gate, Fighting Resistance and Mental Toughness for Writers With Steven Pressfield: www.TheCreativePenn.com/pressfield1
- *How to Write a Novel: From Idea to Book* — Joanna Penn
- How to Fast Draft Your Memoir with Rachael Herron, *The Creative Penn Podcast* — www.TheCreativePenn.com/fastdraft

2.12 Does non-fiction or memoir have to be true?

- *The Art of Memoir* — Mary Karr
- How to Fast Draft Your Memoir with Rachael Herron, *The Creative Penn Podcast* — www.TheCreativePenn.com/fastdraft
- Writing and Marketing Travel Memoir with Alastair Humphreys — www.TheCreativePenn.com/alastair19
- Why I Ignored Target Reader Feedback For My Pilgrimage Book Cover — www.TheCreativePenn.com/pilgrimage-cover

2.13 Legalities: Copyright and licensing, quotes, lyrics, images, and more

- *The Self-Publisher's Legal Handbook* — Helen Sedwick
- *The Copyright Handbook: What Every Writer Needs to Know* — Stephen Fishman

- *How to Use Memorable Lyrics without Paying a Fortune or a Lawyer* — Helen Sedwick and Jessica M. Brown
- *How to Use Eye-Catching Images without Paying a Fortune or a Lawyer* — Helen Sedwick and Jessica Brown
- *The Chicago Manual of Style* — University of Chicago Press
- Creative Law Center: www.CreativeLawCenter.com
- Interview with attorney Helen Sedwick, on copyright, publishing contract clauses, image use, and avoiding getting sued: www.TheCreativePenn.com/helen
- The Ultimate Guide to Copyright for Authors by the Alliance of Independent Authors — SelfPublishingAdvice.org/ultimate-guide-to-copyright-for-authors
- How to Research Your Book with Vikki Carter, The Author's Librarian, *The Creative Penn Podcast* — www.TheCreativePenn.com/research
- How to Avoid Libel and Defamation as an Author, The Alliance of Independent Authors — SelfPublishingAdvice.org/how-to-avoid-libel-and-defamation-as-an-author/
- *Research Like a Librarian: Research Help and Tips for Writers for Researching in the Digital Age* — Vikki J. Carter
- Midjourney terms of service, accessed 31 October 2024 — docs.midjourney.com/docs/terms-of-service
- United States Copyright Office Copyright Registration Guidance: Works Containing Material Generated by Artificial Intelligence — www.copyright.gov/ai/ai_policy_guidance.pdf
- The AI-Assisted Artisan Author by Joanna Penn — www.TheCreativePenn.com/a4
- "AI for Authors: Ethical & Practical Guidelines," Alliance of Independent Authors — selfpublishingadvice.org/ai-for-authors-guidelines

- UK Copyright, Design and Patents Act 1988, Section 9, Authorship and ownership of copyright — <https://www.legislation.gov.uk/ukpga/1988/48/section/9>

2.14 Self-editing your manuscript

- ProWritingAid editing software — www.TheCreativePenn.com/prowritingaid
- Grammarly editing software — www.Grammarly.com
- *On Writing Well: The Classic Guide to Writing Non-Fiction* — William Zinsser
- Hand-edited pages from an early draft of this book — www.TheCreativePenn.com/hand-edits

2.15 Editing for audio

- *Audio for Authors: Audiobooks, Podcasting and Voice Technologies* — Joanna Penn

2.16 How to find and work with a professional editor or proofreader

- My list of recommended editors — www.TheCreativePenn.com/editors
- Alliance of Independent Authors Partner Member List — selfpublishingadvice.org/alli-self-publishing-services-directory
- Reedsy marketplace for editors and other service providers — www.TheCreativePenn.com/reedsy
- Different Kinds of Editing, and How to Find An Editor with Kristen Tate — www.TheCreativePenn.com/kindsofediting
- The following editing associations offer directories and job posting services: The [Editorial Freelancers Association](http://www.editorialfreelancers.org) (US), the [Chartered Institute for Editing and Proofreading](http://www.cipra.org) (UK), the

Institute for Professional Editors (Australia and New Zealand),
and Editors Canada.

- Editorial Freelancers Association rates — www.the-efa.org/rates

2.18 How much time will it take to write the book?

- Philip Roth, “Works in Progress,” *The New York Times Book Review*, 15 July 1979, accessed 31 October 2024 — www.nytimes.com/1979/07/15/archives/works-in-progress-works-in-progress.html
- Robert A. Heinlein quoted in “Heinlein’s Rules: Introduction,” *Dean Wesley Smith: Opinions and Writings* blog, 8 December 2015, accessed 31 October 2024 — DeanWesleySmith.com/heinleins-rules-introduction/

2.19 When is the book finished?

- *The Pursuit of Perfection: And How it Harms Writers* — Kristine Kathryn Rusch
- *The Successful Author Mindset: A Handbook for Surviving the Writer’s Journey* — Joanna Penn
- *remembered rapture: the writer at work* — bell hooks

3.1 Business models

- *The Million Dollar, One-Person Business: Make Great Money. Work the Way You Like. Have the Life you Want* — Elaine Pofeldt
- *Secrets of a Seven Figure Non-Fiction Indie Author with Joseph Alexander* — www.TheCreativePenn.com/joseph
- *Abundance for Authors and Taking Action with Honorée Corder* — www.TheCreativePenn.com/honoree

- *How to Make a Living with your Writing: Turn Your Words Into Multiple Streams of Income* — Joanna Penn
- *How to Make Real Money Selling Books (Without Worrying About Returns)* — Brian Jud
- *Public Speaking for Authors, Creatives and Other Introverts, Second Edition* — Joanna Penn
- *Your Author Business Plan: Take Your Author Career to the Next Level* — Joanna Penn
- My author community around writing craft and creative business — www.Patreon.com/thecreativepenn
- My Shopify store with books for authors — www.CreativePennBooks.com
- Jane Friedman's site on the publishing industry — www.JaneFriedman.com

3.2 Multiple streams of income from your book

- How I professionally self-publish — www.TheCreativePenn.com/how-i-professionally-self-publish
- Vellum formatting software — www.TheCreativePenn.com/vellum
- Atticus formatting software — www.TheCreativePenn.com/atticus
- Reedsy marketplace for book design and formatting and other author services — www.TheCreativePenn.com/reedsy
- *Audio for Authors: Audiobooks, Podcasting, and Voice Technologies* — Joanna Penn
- The Mastery Journal: How to Publish Premium Print with John Lee Dumas, *The Creative Penn Podcast* — www.TheCreativePenn.com/johnleedumas

- IngramSpark Content Integrity, accessed 5 November 2024 — www.ingramspark.com/blog/ingramsparks-catalog-integrity-announcement
- “ISBNs Made Easy: A Guide for Indie Authors,” The Alliance of Independent Authors — SelfPublishingAdvice.org/isbns-made-easy/
- *How to Make a Living with Your Writing: Turn Your Words into Multiple Streams of Income* — Joanna Penn
- *Public Speaking for Authors, Creatives, and Other Introverts* — Joanna Penn

3.3 Book marketing basics and your author platform

- Kit email service (previously ConvertKit) — www.TheCreativePenn.com/kit
- Author Blueprint, my free reader magnet — www.TheCreativePenn.com/blueprint
- *Newsletter Ninja* books — Tammi L. Labrecque
- *How to Market a Book* — Joanna Penn
- *How to Market a Book: Overperform in a Crowded Market* — Ricardo Fayet
- What every good marketer knows, Seth Godin — www.seths.blog/2005/05/what_every_good/

3.4 Book-centred marketing

- Amazon Ads — advertising.amazon.com
- *Amazon Ads for Authors: Unlock Your Full Advertising Potential* — Ricardo Fayet
- Meta Ads — business.meta.com
- Publisher Rocket for researching Amazon ad keywords and book targets: www.TheCreativePenn.com/rocket

- BookBub advertising — partners.bookbub.com
- Written Word Media — WrittenWordMedia.com
- *Perennial Seller: The Art of Making and Marketing Work that Lasts* — Ryan Holiday
- Reedsy Marketplace — www.TheCreativePenn.com/reedsy
- Joanna Penn Craft Books for Authors on Amazon — www.TheCreativePenn.com/writing-craft
- Joanna Penn Creative Business Books for Authors on Amazon — www.TheCreativePenn.com/creative-business

3.5 Author-centred marketing

- *Rise of the Youpreneur: The Definitive Guide to Becoming the Go-To Leader in Your Industry and Building a Future-Proof Business* — Chris Ducker
- *The Gifts of Imperfection: Let Go of Who You Think You're Supposed to Be and Embrace Who You Are* — Brené Brown
- *The New Rules of Marketing and PR* — David Meerman Scott

3.6 Updating your books over time

- Seth Godin's article on updating *All Marketers Are Liars*: <https://seths.blog/2009/11/a-new-cover-a-new-foreword-but-the-same-book/>
- *Take Back Your Book: An Author's Guide to Rights Reversion and Publishing on Your Terms* — Katlyn Duncan