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# EVERY WRITER'S DREAM

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How to Never Pitch Your Writing Again



By Jeff Goins

*Every Writer's Dream: How to Never  
Pitch Your Writing Again*

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# Every Writer's Dream: How to Never Pitch Your Writing Again

**By Jeff Goins**

*Written for your satisfaction,  
butt-kicking, and enjoyment.*

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# INTRODUCTION

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Hi. My name's Jeff. And I'm a writer.

◆ And like most writers, I like to write. Not sell myself. Or pitch my ideas. Or wait for publishers to pick me. Just write. ◆

So I've stumbled upon this idea, you see — that writers shouldn't be spending their time working on stuff they don't love doing. Instead, they need to do what they love: *write*.

But how do you do that? I mean, let's be honest. We've all heard the talks about how writers need platforms and influence and a marketing plan, right? So how does one do this?

**That's what this eBook is about.**

But before that, introductions are in order..

# Why Listen to Me?

I'm nobody special, but I do understand something quite well: **the frustrations of writers.**

The long nights. The thankless work. The bad pay.

And I've found an escape hatch, a way out of the “feast or famine” cycle that most freelancers find themselves in.

I've found a way for gatekeepers to come to *you*. For you to live what every writer dreams of — never having to write a book proposal or query letter again.

**And I'm going to share it with you.**



So... we good now?

Feel all acquainted and  
warm and fuzzy inside?

**Good.**

Now, let's get to work.

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# THE TRUTH ABOUT WRITING

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# What Nobody Ever Tells You About Writing

- \* It's harder than you think.
- \* It's not enough to be good.
- \* Nobody cares about you.
- \* It's more about who you know than what you know.
- \* You better love it.

**So what do you do —  
now that you've been  
acquainted with the  
real world?**

Nobody ever tells you this.

That writing takes more hours and energy than you'd like it to.

That **no one cares** about you as the writer until you've actually **written** something.

That **what you write** isn't quite as important as **who you know** and getting your work in front of the right people.

And that above all, if you don't **love** it, you're kinda **screwed**.

At least, nobody ever told *me* that. (Or maybe I just wasn't listening.)

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“THERE IS NOTHING TO WRITING. ALL YOU DO  
IS SIT DOWN AT A TYPEWRITER AND BLEED.”  
—ERNEST HEMINGWAY

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That's a cheery thought, isn't it? That all it takes to write is to bleed to death? (Thanks a *lot*, Ernie.)

No wonder so many writers struggle with suicidal thoughts and give in to alcoholism.

I have a friend who says this about writing:

“Don't be the sacrifice; *make* it.”

I like that. Certainly, there are plenty of writers who choose the Hemingway route and suffer through their life's work.

But if you're kind of a wimp — as I am — and not too keen on suffering, then rest assured. *There is another way.*

You can work.

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“TALENT ALONE CANNOT MAKE A WRITER.  
THERE MUST BE A MAN [OR WOMAN] BEHIND  
THE BOOK.”

—RALPH WALDO EMERSON

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I love that Emerson quote. It's *true*. **Talent is not enough to succeed.** You need something more, something *vibrant*.

◆ In other words, there must be a life behind the writing. ◆

Stephen King said in his memoir *On Writing* that for years he labored under the assumption that life was a support system for art. Only later did he learn that it was the other way around.

If you are going to succeed as a writer, you are going to have to learn to be smart. To have thick skin. To be more than talented.

**I wish someone would've told me this ten years ago.** I would've gotten to work a lot earlier. And I would've succeeded earlier, too.

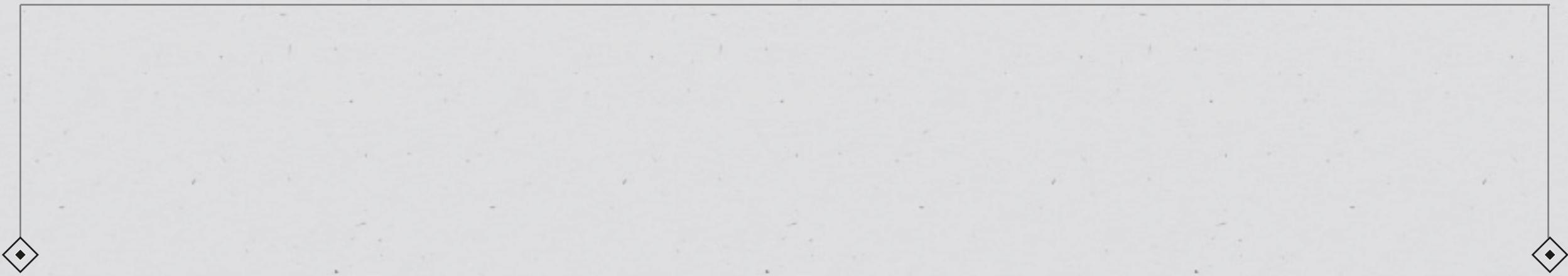
I wish I'd have known that there were some simple tools to help writers do what they were made to do: **write**. Not deal with ridiculous bureaucracies.

I wish I'd have known how to network and make meaningful connections. And that it was all easier and less sleazy than I thought.

I wish I'd have gotten online and started blogging sooner.

If I had done all those things when I was in college, I am sure I'd have authored dozens of books by now. **But I didn't do those things.**

Instead I *waited*. For permission. To be picked. Maybe you are, too.



It's time to stop waiting to be asked  
and start creating.

# Background

I've been writing and publishing articles for years. I've experienced the pain of being ignored and the disappointment of rejection.

**In a matter of months, that all went away.**

Everything I've learned about writing query letters and book proposals has been thrown out the window.

I'm no longer pounding on publishers' doors, pleading for them to pick me. Instead, I've learned how to pick myself.

Without trying to sound like an infomercial, you can do this, too. And it will make all the difference.

I've been writing for all my life, but I've learned most of this in **less than a year**. Which means it doesn't take long.

I've learned some of the secrets and tricks to publishing that used to baffle and frustrate me.

And I'm going to tell you *how* I did what I did:

- \* How I focused on my craft and wrote for the love of it
- \* How I got published without having to plead and grovel
- \* How the gatekeepers started coming to me

**Are you ready?** Let's begin with the first of three tools every writer needs...

# Three Tools Every Writer Needs

It takes more than talent to be a writer. Here are three tools to help.

- \* A **platform** to share their writing.
- \* A **brand** to build trust with their readers.
- \* Channels of **connection** to distribute their art.

Every writer needs a **platform**. A stage. A place from which to communicate a message. This is the **first tool** you need.

A platform is something only *you* can build. You can't borrow or steal it. You can only earn it. It's the permission people give you to communicate with them.

There is no set form for any given platform; it all depends on the tribe you're building.

**A platform is what you make it.**

The question is: Will you build one? Will you create your own rules?

Or will you continue to be bound to someone else's standards? To blend in with the rest of the crowd?

# Examples of Platforms

- \* YouTube Channel
- \* Podcast
- \* Blog
- \* Newspaper Column
- \* TV Show
- \* Speaking Career

There are all kinds  
of platforms —  
which one will  
**you** build?

We know that we need a platform. *Right?*

There are so many options — so many opportunities — it can feel overwhelming.

Where do we begin?

# How to Build a Platform

There are three important parts of building any platform.

- \* Get **experience**.
- \* Demonstrate **competence**.
- \* Generate **buzz**.

Let me unpack that.

There are three parts to building any successful platform.

**First, you need experience.**

This means you may need to take an apprenticeship or spend time *getting good* at your craft.

**Second, you need to demonstrate competence.**

This means practicing in public. For musicians, this means playing live shows.

For writers, it means blogging.

For artists, it means putting your work on display for the world to see.

**Third, you need to generate buzz.**

You have to have people talking about you.

If you have experience and are good at what you do, but no one advocates for you, you don't matter.

**This means more than fans.**

It includes patrons and supporters and people who will spread your message for you.

This all may sound a bit overwhelming or vague.

But what does this actually mean?

“A platform is all well and good,” you may be thinking, “but I don’t even know where to start.” **What do you do?** The best way to build a platform and earn influence is actually quite simple.

How do you get noticed in a world full of noise, distractions, and advertisements?

**Help people.**

Be a resource to others. Do favors. Be *selfless*.

In a world of me-first and gimme-gimme, this is crazy. Which is why it works.

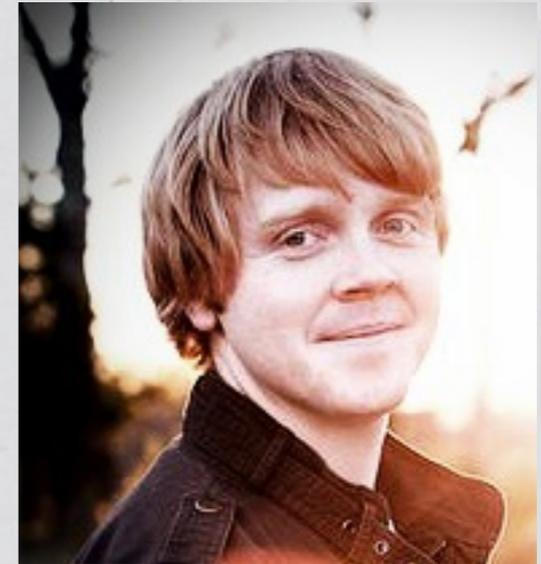
It catches people off-guard; they don’t see it coming. This is why they will trust you. With trust, comes permission.



## **Want to read more?**

Get the full eBook (nearly 100 pages of content), plus another by [clicking here](#).

# About Author



Jeff Goins is a writer, speaker, and communicator. He believes words can change the world and that sushi is an acceptable form of breakfast food.

He has contributed to multiple publications and blogs, including RELEVANT Magazine, Copyblogger.com, Problogger.net, and others.

Jeff lives in Nashville with his wife and dog. He works out of his home and some days never gets out of his pajamas.



# Connect



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