

your
opinionated
tone

author
accelerator



How Much Should I Allow My Own Opinions on a Subject to Influence My Writing?

This is an important question, and the answer depends on who your book is meant to reach.

Is the goal to "preach to the choir" and echo views that potential readers already hold? Or is the goal to persuade, to reach as large a readership as possible?

If the goal is to write a book for like-minded individuals (for example, a book about veganism written for other vegans), that's fine. But then again, maybe that isn't what you want to do. Most writers who come to Author Accelerator for help want to write books that a large number of people will want to read. If that's the case, you should strive to write your book in a way that makes the information accessible to a wide range of readers. The tone should encourage readers to keep an open mind. We recommend you minimize—or avoid entirely—harsh accusations, broad generalizations and strident language, which tend to offend and alienate potential readers.

Your editor's job will be to provide feedback on how readers might receive the message you are hoping to send. A good editor can set aside his or her personal views and strive to help you stay true to your own message. While editors might have ideas about what

will and won't work based on their own opinions and perspective, they will look to you for a clear understanding of your intended message and audience. Are you writing for a narrow audience of people who already agree with you? Or are you aiming to reach a broader audience, which might include people like your editor?

Even if your editor doesn't happen to match the exact criteria for your intended audience, that's fine. She just needs to know what lens to use when she's doing her review.

The important thing to remember is this: if you present a strident, uncompromising message with an adversarial tone, you aren't likely to gain a large readership. To win over readers, you need to be sensitive to their needs and the ways they might receive your work. That's where your editor can help, by offering an outsider's perspective designed to help you meet your stated goals.





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PRO-TIP:

Do you know you need help, but aren't sure what exactly you need?

Visit our website to start your research.



We invite you to check out what we have to offer at Author Accelerator:

BLUEPRINT FOR A BOOK

An intense weekend of live video, Q&As and building the foundation to your novel. Personalized feedback on all your assignments from a book coach within a week.

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