



## **Write a Book for Fun Project**

*"Everyone who has a story to tell should tell it. Our goal is to help get those stories told."*

### *Executive Summary*

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***March 6, 2014***

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### **The Purpose of the Write a Book for Fun Project**

The world is filled with millions of people who have stories to tell and those stories will be lost because they did not tell them. These lost stories represent lost knowledge, wisdom, insights, experiences, potential solutions to problems and creative genius that may have been of significant benefit to society and made the contributions of these individuals more valuable.

Of the total population of individuals with stories to tell is a group that may possess the most valuable, significant knowledge, wisdom and experience, which all too often is ignored, forgotten and lost, that of those over 65 years of age, our senior citizen population.

It is the purpose of the Write a Book for Fun Project to encourage and support those who have stories to tell to tell them in a format that will publish and preserve those stories for posterity and allow future members of society to access enjoy and benefit from those stories.

The primary focus of the Write a Book for Fun Project, while not exclusively, is on those 65 years of age or older.

### **The Need for the Write a Book for Fun Project**

The loss of knowledge that is the consequence that comes when people with potentially valuable life experiences do not record and preserve those experiences is immeasurable. The segment of our population with the most information to preserve, the least time to do so, and potentially most valuable to society are the members of the 65 and over age group.

### **The 65 Years of Age Group is Growing and Needs to Find Meaningful Activity and New Income**

The number of Americans over the age of 65 in 2012 was 13.7%.<sup>1</sup> In 2010 this group represented 40.4 million people and a growth rate of 15.3% in just 10 years.<sup>2</sup> The number of Americans over 65 is projected to grow to 20% of the population representing 70.3 million in 2030.<sup>3</sup>

The ability for American's over the age of 65 to engage in meaningful work and support themselves is important to both the members of this group but to the country's economy. The average retirement age in America is 62 and the average length of retirement is 18 years.<sup>4</sup> This means that seniors will either have to depend on retirement savings and benefits or find a way to generate new income.

The major sources of income as reported by older persons in 2009 were Social Security, 87%, income from assets 53%, private pensions 28%, government employee pensions 14%, and earnings 26%.<sup>5</sup> In 2013, almost 58 million Americans will receive \$816 billion in Social Security benefits.<sup>6</sup>

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<sup>1</sup> United States Census Bureau, <http://quickfacts.census.gov/qfd/states/00000.html>

<sup>2</sup> "A Profile of Older Americans: 2011", Administration on Aging, U.S. Department of Health and Human Services, [http://www.aoa.gov/Aging\\_Statistics/Profile/2011/docs/2011profile.pdf](http://www.aoa.gov/Aging_Statistics/Profile/2011/docs/2011profile.pdf)

<sup>3</sup> "Fact Sheet on Older Americans", Civic Ventures, [http://www.civicventures.org/publications/articles/fact\\_sheet\\_on\\_older\\_americans.cfm](http://www.civicventures.org/publications/articles/fact_sheet_on_older_americans.cfm)

<sup>4</sup> U.S. Census Bureau, Saperston Companies, Bankrate, January 1, 2014, <http://statisticbrain.com/retirement-statistics/>

<sup>5</sup> Op cite, "A Profile of Older Americans: 2011"

<sup>6</sup> "Social Security Basic Facts", U.S. Social Security Administration, July 26,2013 <http://www.ssa.gov/pressoffice/basicfact.htm>

However it is clear that a significant number of senior citizens are not financially prepared to finance the 18 years following retirement. Almost 3.5 million elderly persons, 9.0% were below the poverty level in 2010.<sup>7</sup>

**Senior Citizens Desire Meaningful Activity but Have Difficulty Finding Activity that is Meaningful**

Eighty seven percent of pre-retirees indicated the reason for wanting to continue working in retirement was the desire to stay "mentally active" while 85% indicated "physically active", and the desire "to remain productive or useful" 77%. Slightly more than half, 54% of the pre-retirees indicated that their motivation was based on "a need for money."<sup>8</sup>

There is a shift from the attitude of older Americans from seeing retirement as an "endless vacation" to retirement being increasingly an active and engaged phase of life that includes work and public service. Nearly half or 45% of all pre-retirees expect to continue working into their 70s or later. Of this group, 27 percent said they would work until they were in their 70s, and 18 percent said "80 or older," "never stop working," or "as long as they are able to work."<sup>9</sup> A 2003 survey conducted for AARP found that many Americans between the ages of 50 and 70 plan to work far into what has traditionally been viewed as their "retirement years."

While these data confirm that seniors would like to find meaningful activity following retirement, the truth is that there are relatively few opportunities available to retirees, and those that are available will not generate income that is comparable to the level they were earning prior to retirement. The fact is that many senior citizens who have a need for and a desire to find meaningful activity are unable to do so causing their "golden" years to be anything but golden.

There is a great need to find meaningful activities that will challenge, stimulate, and otherwise engage senior citizens in a way that is personally and financially rewarding and is of value to society. Encouraging this group to write and publish a book about their life experiences can fill this need.

**The Write a Book for Fun Project Can Satisfy the Need for Meaningful Activity and Income Potential**

Older citizens are all too often a forgotten segment of our society. Although they represent the largest pool of life experience, wisdom, knowledge, success and accomplishment the vast resource of information that they represent is too often ignored and lost because it has not been recorded.

With rare exception all senior citizens have interesting life experiences that they can write about, publish and share with society. If senior citizens were given the support and guidance required to write about their life experiences they would have a meaningful activity to commit to. It is also predictable that many of those life experiences would represent topics of interest to readers with similar interests or seeking information similar to that written by a senior author.

**The Write a Book for Fun Project Can Preserve and Protect the Life Experiences of Senior Citizens**

Without an initiative to preserve and protect the life experiences of senior citizens this information will be lost forever. Could that lost information have included new scientific breakthroughs, new

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<sup>7</sup> Op cite, "A Profile of Older Americans: 2011"

<sup>8</sup> S. Kathi Brown, "Staying Ahead of the Curve 2003: The AARP Working in Retirement Study," Washington, DC: AARP, 2003

<sup>9</sup> Ibid.

technological advances, new approaches to art and music, new thinking about social, political and educational reform, new ways to preserve our natural resources? The answer will never be known.

*Writing a Book Preserves the Life Experiences of the Author that Otherwise Would be Lost Forever*

The loss of the life experience of our nation’s older citizens is a tragedy. This knowledge potentially valuable information could have been preserved if there had been a process in place to facilitate the writing of their stories.

With the advent of today’s technology and the ability to publish via the Internet books in eBook format provide an opportunity for anyone with access to a computer and the Internet to write about and preserve their life experiences in a book or memoir.

It is also predictable that the stories written by some of these senior citizen authors would be of sufficient interest to readers that their work would be marketable and lead to purchases by readers. This would provide a new source of income for people who would otherwise be living on a fixed retirement income and dependent on Social Security often insufficient to a good quality of life.

***The Write A Book for Fun Project Goals***

The Write a Book for Fun Project has the following goals:

- To create senior citizens (and others with a story to tell) awareness of the potential for writing and publishing their life experiences to become a meaningful activity with income potential
- To provide senior citizens with the knowledge required to make a commitment to write and publish their life experiences and the joy and satisfaction that can come from preserving and sharing their book(s) with society
- To provide senior citizens with a step by step process to follow to write about and publish their life experiences
- To provide senior citizens with access to the guidance and support to meet and overcome the challenges, problems and issues that can arise in writing and publishing a book
- To provide senior citizens with access the educational, technical and operational resources required to write and publish a book
- To provide the marketing and sales support required for senior citizen authors to get their published work(s) into the reader market
- Create employment opportunities within the Write a Book for Fun Project Organization for senior citizens with relevant journalism, book writing, editing, publishing, teaching and other related skills.

***Meeting the Goals of the Write a Book for Fun Project***

Those with a story to tell tend to think that writing a book is beyond their capability, but they concede “If I could I would be interested in writing my story.” The problem isn’t that people don’t have stories to tell or are opposed to writing about them; they just believe the task of writing a book is too difficult. This false impression can be overcome with the right information, support and guidance.

***Creating Senior Citizen Awareness of the Opportunity to Write and Publish a Book***

Most seniors do not think about writing and publishing a book. They need to be educated about the opportunity to become an author, the ease by which they can engage in the book writing process and

the enjoyment they can derive selecting a topic to write about and transforming their thoughts into a written format.

This can be accomplished with the support and assistance of senior citizen advocates and those organizations and agencies, such as AARP and Administration on Aging, U.S. Department of Health and Human Services, entering into an educational campaign targeted at creating this awareness. These organizations and agencies have existing marketing, advertising and service capabilities that would lead to the achievement of the goal of creating senior citizen awareness.

### **Educating Senior Citizens to the Joy and Satisfaction Derived from Authoring a Book**

If it is true that that most senior citizens are looking for meaningful activities to become involved in, it is likely that once they introduced to the idea of writing about their life experiences, the education process will be relatively simple. The big challenge will be to convince senior citizens that they can be successful in writing a book and becoming a published author.

### **The Attitude Needed to Write a Book and Become Published**

In the past writing a book and becoming a published author was considered something that only a few could accomplish. Authors in the past were special people who came out of academic, scientific or special journalistic backgrounds or who possessed the “God Given” talent to be a writer.

That is not true today. With the advent of hand held electronic devices and computer based texting, Facebook, Tweeting and YouTube Tube people who just a few years ago would have thought it impossible to author works that others might find entertaining are finding their works going viral.

Anyone can become an author today if they have access to the Internet, a computer or a quality handheld electronic device. All that is required is the desire and commitment to tell the story using the technological resources that are readily available, preserve it using the appropriate technological protocol and post it for others to enjoy.

If you can text, write or speak you can write a book and become a published author today!

### **A Step by Step Process for Senior Citizens to Follow to Write a Book and Get It Published**

Most senior citizens will have the predisposition that writing a book will be beyond their ability. As a result it is important that they be provided with a logical, easy to understand step by step process that will guide them through the book writing and publishing process and overcome this predisposition.

To help address this need an initial draft of a book entitled “Write a Book and Become an Author for Fun” has been written that includes information that potential authors can use to guide them as they begin the book writing process. This book will be refined to include additional information as it is determined to be more helpful to potential authors in achieving success.

### **What Are the Steps Required to Write a Book and Get it Published?**

The steps required to write a book and get it published include:

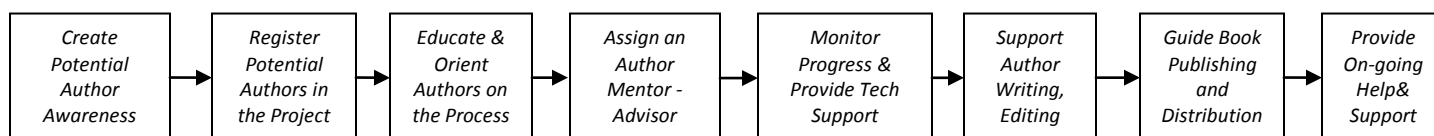
- Identifying and obtaining access to the resources necessary to write a book and get it published
  - Computer and computer applications
  - Information gathering, storage and retrieval applications

## *The Write a Book for Fun Project –Executive Summary*

- Internet based resources
- Personal advisors and support personnel
- Selecting a topic to write about
  - A memoir
  - A story about a success, experience, idea, failure, event, etc.
  - An opinion on a topic or issue of interest
  - A critique
  - A commentary on a controversial issue, etc..
- Collecting and organizing the information essential to writing about the topic
  - Records
  - Photographs
  - References, etc.
- Writing about the topic, collecting and saving the initial documents
  - Creating the file and record keeping system
  - Logically labeling documents, etc.
- Refining and Organizing the written documents into a book manuscript
  - Creating book structure, chapters, sub chapters, table of contents, index
  - Removing and adding information
- Preparing the manuscript for editing, proofing and preparation for publishing
  - Sourcing proof readers, editors and publishing options
  - Review by a third party reader
- Finalizing the manuscript
- Selecting and accessing the publication resources
  - Free Internet self-publishing services
- Publishing the manuscript into a book format to make it available to readers
  - Learning and using the publishing services
- Marketing, Selling and Distributing the Book

The value of having a step by step process is to help a potential author see what needs to be done to complete the book writing process, have a check list to ensure progress is being made in a logical manner and to focus energy and resources on meaningful activities.

### *The Write a Book for Fun Project Process*



The Write a Book for Fun Project process is intended to provide the support and assistance that senior citizen authors will need to carry out and complete the book writing and publication process. It will provide them with an ongoing point of contact as they consider other book writing activities in the future.

### **Provide Authors with Educational and Book Writing, Technical and Operational Support**

One of the key services provided by the Write a Book for Fun Project is to make educational, technical and operational resources and support available to potential authors. Once the startup and



organizational goals have been achieved it is anticipated that these services will be provided by partners and staffers who have the expertise to provide this needed support.

### *What Are the Requirements for Potential Authors to Write a Book and Get it Published?*

“Where There's a Will There's a Way”<sup>10</sup> is a familiar proverb that puts the key requirement for writing a book and getting it published into true perspective. The key to becoming a successful author is having the will to tell the story in a format that will be preserved. Some of the other requirements for authoring and publishing a book are noted below:

#### Personal Requirements:

- Past experiences, thoughts, ideas, poems, insights, points of view, etc. that the author wishes to share and preserve for posterity
- A willingness to commit the time and effort needed to transfer the thoughts from the mind into a written format
- The basic knowledge required to engage in the process of writing a book and having it published
- The minimal skill to use computers and other communication devices to facilitate the recording of the information relevant to telling the story
- The ability to refine the story into a format acceptable for publication
- A willingness to work with a Mentor or Advisor to get access to needed information and to help with problems that are impeding progress

#### Procedural Requirements:

- A place to work on writing the story
- A set of guidelines to direct the author's book writing efforts
- Access to assistance, guidance and support in carrying out the book wiring process
- A means for organizing and refining the story into a format that can be published

#### Operational Requirements:

- Access to a computer, voice recorder, voice recognition technology and other equipment
- Access to the software essential to the book writing process
- E-mail capability
- Access to the Internet
- A basic working knowledge of computer based equipment, how to access information on the Internet and how to store and retrieve data
- Access to the knowledge required to edit, proof and refine the book into acceptable form for publication
- Publishers who will help convert the book manuscript into a published document in hard cover, soft cover and/or eBook format

### *Helping Potential Authors Meet the Book Writing and Publication Requirements*

It will be the primary purpose of the Write a Book for Fun Project to provide the full range of resources necessary for anyone who has a story to tell to meet the book writing and publishing requirements and

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<sup>10</sup> A familiar quote with no confirmed origin. The earliest credit noted in the British Library catalogue referred to a song published in 1849 from a poem by Eliza Cook written some time earlier.

get their story told. This will ultimately be achieved through an organization that is made up of people with the experience and expertise to help the potential author meet with success.

The key people in the Write a Book for Fun Project organization will be a team of Mentors and Advisors who will be assigned to individuals who register their desire to write a book and capitalize on the guidance that can be readily obtained from the support and provided by a Mentor or Advisor.

*The Scope of the Support Provided by the Write a Book for Fun Project*

It is the vision of the Write a Book for Fun Project to be able to provide anyone who has a story to tell to tell it. This would require an organization of national scope that is staffed with the people who have the expertise, experience, knowledge and training to be able to help potential authors meet the book writing and publication requirements.

It is envisioned that the Write a Book for Fun Project would be a limited liability corporation with all of the resources generated by the business directed toward the delivery of service toward encouraging senior citizens to write their stories and providing support to anyone with a story to tell in getting their stories written and published.

The structure of the organization would be based on a standardized template of support and services created, maintained and upgraded by a central organization run by an Executive Director and guided by an Advisory Board made up of individuals from relevant backgrounds and environments. The Advisory Board would be initially invited to participate in the startup of the Write a Book for Fun Project and subsequently elected in accordance to a set of Bye Laws adopted by the organization to provide the operational policies and procedures to guide the delivery of services.

The central organization would establish, manage and staff regional entities to service senior citizens who register to receive the assistance of the Write a Book for Fun Project in getting their stories told and published. These regional service centers would be run by a Director, supported by individuals with the skills and experience necessary for client senior citizen authors to be successful and a team of Mentors and Advisors who would be assigned responsibility for the individual success of each registered client.

*The Role of the Write a Book for Fun Mentors and Advisors*

It is a goal of the Write a Book for Fun Project to reach into the pool of retired and older citizens for people with the skills, training and expertise needed to be successful Mentor Advisors. Retired teachers, college professionals, newspaper professionals, journalists, authors, publication professionals, editors, proof readers, counselors, social workers, businessmen and women all have talents that could contribute to the success of aspiring authors.

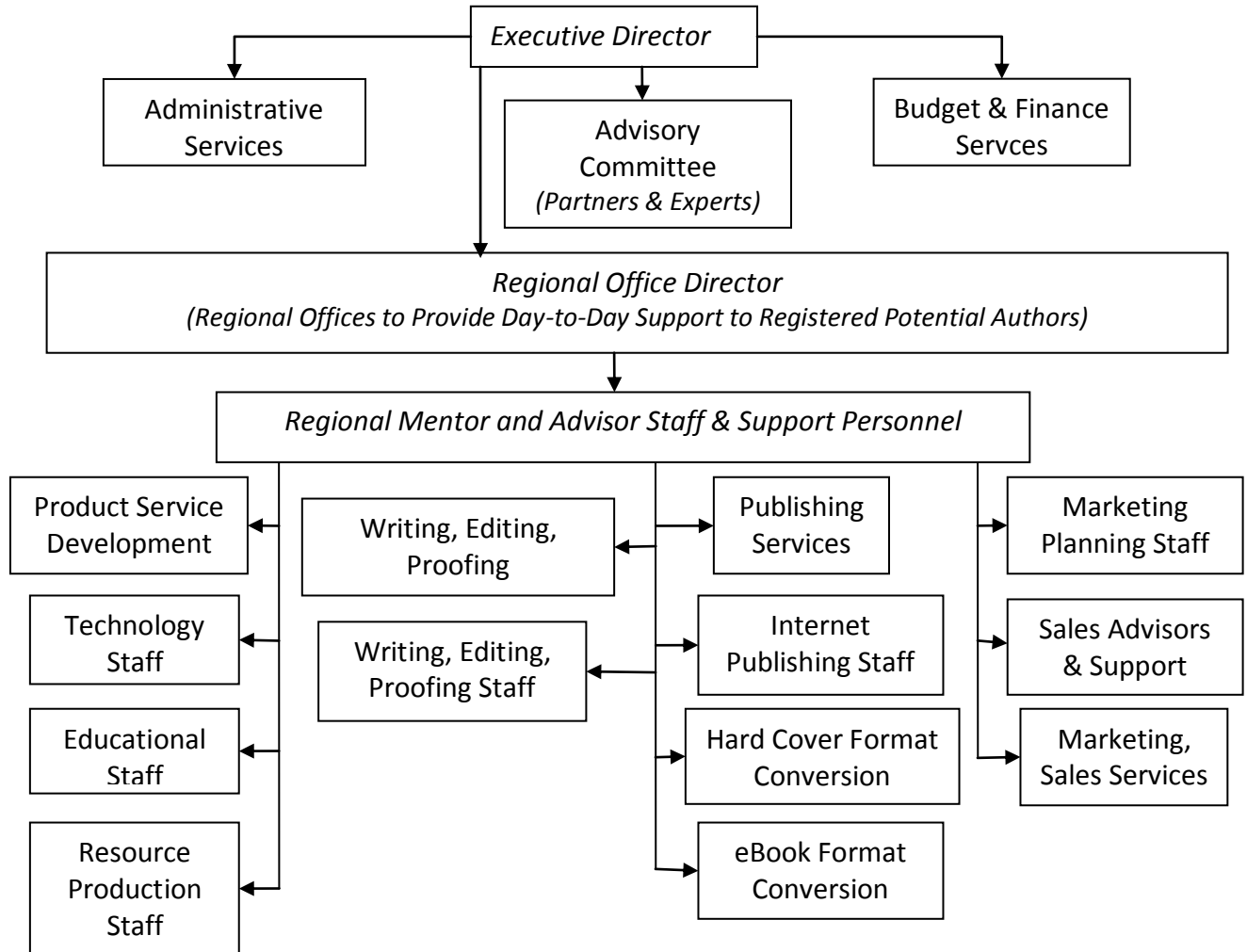
The key person to the success of the aspiring author clients is the Mentor Advisor. It will be the responsibility of each Mentor Advisor to develop an individualized Book Writing and Publishing Plan for each assigned client. The Mentor Advisor will provide the regional Director with copies of regular progress reports detailing the progress being made by the client in advancing through the steps necessary to write and publish a book, problems that have been identified and the strategy used to overcome the problem. Mentor Advisors will be recognized and rewarded based on the success achieved by their clients.

*The Startup of the Write a Book for Fun Project Organization*

The Startup of the Write a Book for Fun Project organization will be guided by a business plan that details the areas of responsibility and support required to deliver the support to the senior citizen authors they need to be successful.

This organizational structure for the Write a Book for Fun Project will be headed by a Project Executive Director with other managers responsible for the business functions designed to deliver the services that potential authors will need to complete the book writing and publishing goal. The organizational chart below details the functional structure required to deliver these services.

*The Write a Book for Fun Project Organizational Chart*



*Leadership and Staffing the Write a Book for Fun Project Organization*

The Write a Book for Fun Project provides an outstanding opportunity for a partnership between the senior citizen advocate and service organizations, government agencies, business partners, and retired senior citizens with relevant talents, skills and experience.

*The Write a Book for Fun Project Partnerships*

The Write a Book for Fun Project can most cost effectively and efficiently achieve its goals by entering into a partnership relationship with those organizations, agencies, businesses and people who already have the experience and resources necessary for success.

AARP is the most significant senior citizen advocacy organization. To get AARP as a partner in this project would produce instant awareness for all of its members and serve to expedite the involvement of many senior citizens who have limited access to opportunities for their age group and a loss of an opportunity for them to transform their important life experiences into a book that would preserve their stories for life.

AOL, Inc. has also demonstrated a concern for senior citizens and preserving their stories for posterity.

Other Project Partners should be identified in those areas of interest that will be complimentary and supportive of achieving the Project Goals including academia, computer technology, Internet technology, traditional publishing, eBook publishing, and senior citizen support.

Initial discussions have been held with a college professor at SUNNY Oswego to get his input on the Project, the Project concept and the book "Write a Book and Become an Author for Fun." Initial contact has been made with Internet based self-publisher Lulu.com, the organization used to publish 12 books, most in eBook and hard cover format, to determine their interest in a partnership relationship.

Financial partners should also be researched and those with an interest in supporting senior citizen programs should be invited to become partners and to provide financial support to help finance the startup of the Project.

*Staffing the Write a Book for Fun Project Organization*

The Write a Book for Fun Project provides an outstanding opportunity for senior citizens with book writing, publishing, editing, proofing, teaching, technology, Internet and other related experience and skills to play a role in the delivery of the day-to-day support services for potential senior citizen authors.

It would be the Project's intention and goal to recruit Project senior managers and administrators from the pool of retired senior citizens, and to fill the other positions in the organizational chart with senior citizens with the relevant skills and talents.

**Technology Can Facilitate the Achievement of the Write a Book for Fun Project Goals**

Just a few years ago the writing and publishing of a book was quite difficult and very costly. Transforming ideas from the mind into a written format required either significant typing skill or someone who could transcribe dictated information into a written format. Once the book is in written format the cost of publishing which includes editing, printing, paper costs, binding, inventory and distribution costs can be prohibitive for most people.

Not so today. The writing support tools available on today's computers makes it possible for a budding author to take information from his or her head and convert it into a working manuscript without too much difficulty and at no cost.

Online self-publishing web sites such as Lulu.com provides an author with a simple to follow step by step process to transform the computer based manuscript into hard cover, soft cover or eBook formats for free. Once the manuscript has been converted into a published format, the hard cover and soft cover books are made available to buyers on the Lulu.com web site for free supported by an application that monitors sales and revenues. Lulu.com gains its compensation for the services provided for free from a share of the sales revenue. Additional help with marketing of the book can be obtained from Lulu.com for a nominal price.

**Books Published in eBook Format can Get International Market Exposure at Minimal Cost**

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The fact is that advances in technology, the Internet and the ability to publish using eBook formats makes it possible for anyone who can use a cell phone, send a text message, talk into a microphone and log onto the Internet can write a book for free.

**Getting Support in Writing a Book from the Book “Write and Book and Become an Author for Fun”**

Often having access to the resources necessary to write a book is not enough. Potential authors sometimes need the encouragement, support and guidance from a more experienced author to show them that the process of writing a book is not that difficult and a step by step approach that can be taken to guide them along the way. In an effort to provide that encouragement and support I have written the book entitled “Write a Book and Become an Author for Fun!”<sup>11</sup> It has been published using Lulu.com resources and is available as an inexpensive download in eBook format. This book will be upgraded as users indicate that they could benefit from additional information.

**The Write a Book for Fun Project Business Plan**

It is planned that The Write a Book for Fun Project will be organized into a limited liability corporation with initial funding for the project coming from grants, private funding, investors and sponsors who share the same ideals, interests and values as those identified in the Projects Mission Statement. It is the goal of the Write a Book for Fun Project to ultimately be self-sustaining with sufficient income from Project related sources to fully pay for the operational costs associated with the project, support controlled growth and offer scholarships, incentives and prizes to aspiring authors and those whose works have achieved a high standard of excellence, recognition and reader acceptance.

**Financing the Write a Book for Fun Project**

There are numerous organizations, businesses, agencies and service organizations that have an interest in providing assistance to older, retired and members of the senior citizen population in this country. There many others who recognize that the 40 million Americans who make up this group represent a significant and often untapped market for their products and services.

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<sup>11</sup> The eBook “Write a Book and Become an Author for Fun!” is available online at Lulu.com: <http://www.lulu.com/shop/dr-john-t-whiting/write-a-book-and-become-an-author-for-fun/ebook/product-21322774.html>

## *The Write a Book for Fun Project –Executive Summary*

If senior citizens and other members of society can be encouraged to write and publish their stories, not only have these citizens been given a meaningful activity to become involved in, but they will become consumers of the technology, services and publication resources relevant to completing the book writing process and getting their works published.

It is estimated that a significant portion of the books published will be favorably received by the reading market and that the sale of their works will generate supplemental income to social security benefits, 401k and pensions that will result in an increase in consumer spending and other benefits to a healthy economy.

### **Potential Partners to the Write a Book for Fun Project**

While it is anticipated that a number of the benevolent charities will see the Write a Book for Fun Project as a worthwhile, meaningful and impacting target for their donations, there are other for profit organizations that would have much to gain from the success of the Project in getting senior citizens and other aspiring authors involved in writing and publishing their stories.

Online and traditional publishing organizations such as Lulu.com and Amazon.com, eBook distribution companies such as Amazon.cm and Barnes and Nobel Nook. The manufacturers of electronic reading devices such as Microsoft, Apple, iBook, Adobe Digital Reader, Windows PC/PocketPC, Mac OS, Linux OS, Nook, Apple iPhone/iPod/iPad, Android, Kindle (Amazon), Sony Reader, Blackberry Devices, Palm OS PDAs, Cybook Opus, Bebook (Endless Ideas), Papyrus (Samsung), Jetbook (Ectaco), Windows Mobile OS PDAs and others will recognize the opening into the 40 million senior citizen market as an attractive market to develop.

### ***Facebook, Twitter and Social Media as Financial Supporters***

It is anticipated that the Write a Book for Fun Project will provide a vehicle for senior citizens, who have been historically adverse to technology and the Internet, to begin to acquire a comfort for technology, the Internet and social media.

It is the plan of the Write a Book for Fun Project to carve out a position in the social media that the 40 million senior citizens can utilize to help facilitate the completion of the book writing efforts, to share their experiences with their peers and to generally socialize with other senior citizens.

The goal of the Write a Book for Fun Project is to assist senior citizens in learning to use social media to facilitate their book writing and publishing activities and to educate them as to the benefits they can gain from “Liking” and “Sharing” the Write a Book for Fun Project pages. The success of this initiative will attract social media advertisers with an interest in selling their products and services to the senior citizen market leading to income that will help support and sustain the Project.

### **Moving Forward With the Startup of the Write a Book for Fun Project**

The Write a Book for Fun Project Business Plan includes all of the elements of a standard business plan beginning with the transformation of the concept into a limited liability corporation. The Project will be under the direction of the Project Founder, Dr. John T. Whiting and an invited team of Project partners who will serve as advisors and Project Trustees.

The Business Plan will include all of the elements of a standard business plan starting with the research and development of the products and services provided by the Project, the engineering of the products/services to be made available to the target market, business operations, market

research/planning and customer services, human resource needs and administration, finance and control and quality assurance.

### **Project Startup Activities**

The initial steps have been taken to protect the concept by registering The Write a Book for Fun Project with the State of New Jersey. The book “Write a Book and Become an Author for Fun” has been written, the website [www.writeabookforfun.com](http://www.writeabookforfun.com) has been launched to facilitate communication between the project and those interested in getting book writing support.

The next step in the process is to introduce the Project to a select list of potential partners and to invite them to contribute their expertise to the refinement of the concept, the development of a detailed business plan and to assist in the launch of the Project.

### **The Identification of Project Partners**

The Write a Book for Fun Project is looking for help in developing and launching the Project from organizations and businesses that have historically had an interest in helping senior citizens enjoy and live productive lives on into their golden years. The Write a Book for Fun Project concept is being shared with potential partners to determine their interest in supporting the project and providing assistance in helping the Project achieve its goals. Potential partners being contacted include:

#### **AARP**

##### **National:**

AARP

601 E Street, NW

Washington DC 20049

1-888-687-2277

- Barry Rand, Chief Executive Officer, AARP
- Steve Cone, Executive Vice President of Integrated Value and Strategy
- Debra Whitman, Executive Vice President, Policy, Strategy and International Affairs
- John Wider, President & CEO, AARP Services, Inc.

##### **New Jersey:**

101 Rockingham Row |Princeton, NJ 08540

866-542-8165

Email: [AARPNJ@AARP.ORG](mailto:AARPNJ@AARP.ORG)

- Jim Dieterle, Director of AARP New Jersey

#### **AOL, Inc.**

AOL Headquarters

770 Broadway New York,

NY 10003

(212) 206-4400

- Tim Armstrong, Chairman and Chief Executive Officer
- Susan Lyne, Chief Executive Officer, AOL Brand Group
- , Director Since 2009

#### **Alliance for Retired Americans**

815 16th Street, NW 4th floor

Washington, DC 20006

202-637-5399 (main)

- Barbara Easterling, President
- Richard Fiesta Executive Director

Experience Works

4401 Wilson Boulevard, Suite 1100

Arlington, VA 22203

703-522-7272 Toll Free: 1-866-EXP-WRKS (397-9757)

- Sarah Biggers, Executive Director
- Judy Carroll, Director of Technology, Strategy, and Implementation

Alliance for Aging Research

1700 K St NW, Suite 740

Washington, DC 20006

P: 202.293.2856 / F: 202.955.8394

- Daniel Perry, President
- info@agingresearch.org

American Society on Aging

575 Market St., Suite 2100

San Francisco, CA 94105-2869 USA

(415) 974-9600 or (800) 537-9728

- Louis Colbert, Chairperson
- Lynn Feinberg, Chairperson
- John Feather, Immediate Past Chairperson
- Carole Anderson. Corporate Partnership and Sponsorship:
- 415-974-9632
- canderson@asaging.org

National Council on Aging

1901 L Street, NW 4th Floor

Washington, D.C. 20036

202.479.1200

- James Firman, EdD, President and CEO
- Jay Greenberg, ScD CEO, NCOA Services, LLC

Facebook, Inc.

1601 Willow Rd

Menlo Park, CA 94025

(650) 543-4800

- Mark Zuckerberg, Founder/CEO
- Sheryl K. Sandberg, COO

Twitter

795 Folsom Street

Suite 600

San Francisco, CA 94107

415-222-9670

- Dick Costolo, CEO
- Gabriel Stricker, VP Marketing
- Kevin Weil, VP Revenue Products

Amazon.com



1516 2nd Ave  
PO Box 81226  
Seattle, WA 98108-1226

- Jeffrey P. Bezos, President/CEO
- Jeffrey A. Wilke, Senior Vice President, Consumer Business
- Jeffrey M. Blackburn, Senior Vice President, Business Development

Lulu.com

3101 Hillsborough St.  
Raleigh, N.C. 27607 USA

- Bob Young, Founder and Chairman
- Thomas E. Bright, Sr., Chief Executive Officer and President
- Brian Matthews, Executive Vice President of Strategy and Marketing
- Shawn Barber, VP of Product Management
- Arik Abel, Director of Online Marketing
- ebrooks@lulu.com

***Write a Book for Fun Project Startup Activities Have Begun***

To provide an initial point of communication and to report on progress to interested parties a web site has been launched, [www.writeabookforfun.com](http://www.writeabookforfun.com). This website is in the “Under Construction” stage and will be upgraded and expanded as the Project matures by providing interested parties with information about the Project, potential authors with a place to visit that will encourage them to write their stories. The website will eventually guide visitors to the resources they will need to initiate the writing process and ultimately get their book published, and will facilitate communication with their Mentor Advisors and to access assistance and support during the writing of their stories.

***Why Should the Write a Book for Fun Project be Supported?***

Interest in helping older employees with employment problems can be traced to 1985 in a paper entitled “Efficient Utilization of Senior Level Human Resource Talent; A Strategy to Achieve a High Return on Human Resource Investment While Maintaining the Flexibility to Respond to Change.”<sup>12</sup> The paper was written in response to the observations and experience derived from the earlier IBM and GE downsizings and working with AT&T displaced executives. Research and experience with older and retired employees demonstrated there was a better way to manage change than to terminate valuable employees and cause their valuable talents to be lost to the American society and economy following their retirement.

With all of the greatness associated with being an American, our country needs to make a commitment to bringing real reform to the treatment of retired and senior citizens by taking meaningful steps to capitalize on their experience, talent and knowledge by preserving it for posterity by having them write about their life experiences.

If there is a single area of failure in our country it is the extraordinary waste of the talent, skill, knowledge, insight and wisdom of our senior citizens. Corporate policy focuses on forcing older employees to take retirement so that they can replace these experienced, loyal and dedicated

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<sup>12</sup> Whiting, John T., “Efficient Utilization of Senior Level Human Resource Talent; A Strategy to Achieve a High Return on Human Resource Investment While Maintaining the Flexibility to Respond to Change.”, a Proposal, SAI Business Research, Morristown, NJ, April 1, 1985.

employees with less expensive younger employees. The government and many segments of society look at retired senior citizens as a liability that places a significant drain on the Nation's financial wellbeing through their entitlement to Social Security. And to make matters worse based on the present state of affairs, this segment of society is growing to a point at some time in the future there may be as many people who are retired as are working.

While there has been a lot of debate concerning how best to reform the Social Security system so it does not bankrupt the country there has been very little attention focused on a more rational way to leverage the talent, skill, knowledge and wisdom of senior citizens in a way that reduces their dependency on Social Security and increases their ability to be financially self-sufficient. Helping these people write their memoirs and tell their stories can lead to a new revenue source that would tend to reduce dependency on Social Security and lead to a better quality of life.

The popular song written and performed by the legendary band, Chicago has a lyric that says "Does anybody really know what time it is? Does anybody really care? If so I can't imagine why...We've all got time enough to die." These lyrics ring all to true as it relates to the present disinterested attitude toward retired and senior citizens that causes the waste of a very valuable asset and an unnecessary financial drain on our economy.

Orwell's "1984" noted "People simply disappeared, always during the night. Your name was removed from the registers, every record of everything you had ever done was wiped out, your one-time existence was denied and then forgotten. You were abolished, annihilated: vaporized..."<sup>13</sup> Unfortunately this is what happens to all too many senior citizens.

The benefit to be gained from the Write a Book for Fun Project also will tend to validate the truth about history. Again "1984" discusses the desire of some politicians to modify history to their liking. This controversial book warns "And if all others accepted the lie which the Party imposed-if all records told the same tale-then the lie passed into history and became truth 'Who controls the past' ran the Party slogan, 'controls the future: who controls the present controls the past.'" And goes on to say "The past, he reflected, had not merely been altered, it had been actually destroyed. For how could you establish even the most obvious fact when there existed no record outside your own memory?"<sup>14</sup>

The addition of written information from senior citizens about their life experiences and place in history will validate the true history and protect against anyone being able to distort the true history to one that serves a self-serving interest. The classic "1984" further writes "Past events, it is argued, have no objective existence, but survive only in written records and in human memories. The past is whatever the records and the memories agree upon."<sup>15</sup>

It is the commitment of the Write a Book for Fun Project to provide a vehicle to change the attitude toward the value of the knowledge possessed by senior citizens, offer them a meaningful and valuable way to enjoy their golden years and to preserve their life experiences for the benefit of society in a book they write and publish.

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<sup>13</sup> Orwell, George, 1984 , [http://classclit.about.com/od/nineteeneightyfour/a/aa\\_1984quotes.htm](http://classclit.about.com/od/nineteeneightyfour/a/aa_1984quotes.htm)

<sup>14</sup> Ibid, Chapter 8.

<sup>15</sup> Ibid Chapter 9