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Synopsis

Get more mileage from ideas and research, and make more money with less work through his unique, easy-to-learn system called "topic spoking" (turning one idea into many).

Book Information

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Customer Reviews

I bought this book specifically to get a better handle on repackaging my articles & the bigger ideas that spawned them so that I could get more reach without so much work. Not that I'm particularly lazy (for a writer), but there's only so many hours in the day, & the rent-clock's always ticking. I've been sporadically writing paid articles for 20 years, so I was looking for something that'd give me better reach & (hopefully) improved income. I'm a good interviewer, a great researcher, & a top-notch writer. This title grabbed me. Burgett's book, though -- despite the title -- reserves the discussion of repackaging for the last three chapters. That's 29 pages out of 227 that ACTUALLY DEAL with the topic promised in the title, in the subtitle, & in half the back-cover matter. So pardon me if I feel just the least little bit MISLED. What makes this more disappointing is that Burgett certainly has the credentials & experience to write a thorough book on re-selling articles!! I'd simply hoped for much more than a couple of tacked-on chapters. I almost took the book back to the store. After I cooled down, I decided to skim over it. Since I sometimes coach absolute beginners, I decided to keep it. Burgett's got a good, engaging style, even if it does tend to wander a little from the main thread, but these divergences are usually illustrative of a point he's trying to make, so can mostly be forgiven. Most writers I talk to want to be big-shot novelists -- a fraction want to write

nonfiction, & even fewer are looking at writing articles, whether as a career or an adjunct.

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