

HOW TO WRITE A NOVEL

5 MISTAKES A NEW AUTHOR MAKES



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THE DREAM ISN'T THE PROBLEM...



*I*s this you? I bet it is.

YOU HAVE BEEN WANTING to write a novel for years. You're getting the itch to write. And the following points are pressing on your mind.

I GET IT. It is exactly what happened to me.

1. Kids are older. They are either in college, high school, or have moved out and are married.
2. Retirement is getting closer. You may not have enough money, or maybe you do. However, you want to supplement your retirement with a side business that may be fun, and you can work from home.
3. You finally have stories you've wanted to tell. Maybe you think they're interesting and you want

to get them out of your head and on paper. Maybe even put them on Amazon.

4. You don't want to reach 70 wondering, "*What if?*"
This is a hard one. I started writing at 68, and at the time of writing this, I am 74. I am not getting any younger.
5. You've started before.... Put a few words on the paper and then didn't know where to go from there. That is all too common. You got that nagging doubt in your head that you weren't good enough. Who would want to read it? So, you stopped and hit the delete button. Been there. Done that.
6. Life got interrupted. Maybe something tragic happened. You had a death in the family. Perhaps it was your spouse, a parent, or heaven forbid, a child. This is what got me writing. I needed to get my words on paper, and so I did. It was a slow start, but it was just what I needed to do.

I hear these reasons all too often, and these potential authors want to write but have no idea where to begin.

Here's the problem:

You don't lack the motivation. Hardly.

You just need a roadmap or system to make their dream happen. That is the problem that I see all too often, and it is the real root cause of their never getting their book done.

That I don't want to see happen, and I am certain you don't want to either.

WRITING BEFORE YOU'VE DONE YOUR RESEARCH



*H*ere is what you're feeling:

1. You don't know what genre to write in, or you haven't even thought about it. You may not even know what a genre is.

So exactly what is a genre? The definition, as it relates to story, is that a category of literary works sharing common style, form, or content conventions.

That's quite a mouthful, but if you go to Amazon and look at any of the genres of their novels or non-fiction works, it is just a classification of books that share common interests with other books written, and they fit in a box of work that could be read as another example of that work.

An example in fiction is: Romance > Paranormal > Werewolves & Shifters. It is a string of words that leads to a specific group of books that are related in a similar way, and a reader, if they read one, might want to read another. That's

all it is. I know this genre because it is what I write in with my fiction books.

2. What if no one buys my book after I write it?

This is an all-too-common concern I hear potential authors discuss. And it is a very good point to consider. That is why you have to research the genres and see where the story fits in the ecosystem of books that you want to write. You need to understand if readers are reading books like the one you want to write. You may find very few do, or maybe none at all.

I see this one a lot. A writer writes his story, but there is no one out there to read it. Actually, no one is looking for a story like yours. I can't think of anything more disappointing than doing all that work and having no one read it. That is a real "bummer."

3. "Can I mix genres?"

This one gets a little more specific, but I see potential authors do it all the time. You usually want to stick to the main genre that readers are looking for. This gives your book the best chance of success.

Mixing genres is dangerous, and a new author is better off staying in one genre until they've attracted a following and their readership is hungry for their books and will read whatever they write.

However, I still don't recommend it. It is hard to attract new readers if you don't stay in the lane they are expecting. You may lose them forever. This is especially true in fiction novels.

4. How do I know readers actually want what I am writing?

You soon find out that if you have something to say or a story to tell, and it follows the conventions of the genre they expect, they will read your book. The harder part is getting

your book out there before the right readers who will gobble up your work and can't wait for more.

Fiction readers, especially, are always looking for new authors whom they might like and want to read. You still have to write a good book, format it correctly, and provide the appropriate grammar, punctuation, and spelling that any work should have. But plenty of software tools can help with that. I use one myself, because my spelling and punctuation are atrocious.

I don't know many successful authors, if any, who don't do their research beforehand. If you are writing historical fiction or fiction set in a specific location and don't provide the correct setting or information about the town or era, I guarantee you will get emails telling you you are wrong.

These points will show up in reviews and quickly squelch your book. It is better to do the research first and avoid that issue altogether later.

So, as you can see, doing your research matters.

MISTAKE #1



Waiting till you have more time:

FOR PEOPLE OVER 40, this is huge: I know because it is one of the main reasons they don't write.

Do these reasons for not writing sound familiar?

- You have a full-time job, and that takes up too much of your time to write.

- Grandkids or kids. They are going to soccer practice, band, and other extracurricular activities. Grandkids come over, and you have to keep an eye on them. After all, I say the only reason you have children is to have grandkids.

- Aging parents will be an issue if they are not already. I can say that I am aging, because I am. I don't expect to be taken care of, but if you have children, of course, they are concerned about you. Good kids usually are

- They have a busy schedule. Here is a newsflash. We all have busy schedules. We all have places to go, people to see, and people to take care of. We have a house to keep clean,

lawns that need work, and homes that are always needing something done. Plus, whether you are a man or a woman, you have your lists to accomplish that the other partner expects you to do.

What I have to say to all of this is that successful authors are all busy people. They are no different than you or me.

What they do is build systems and rely on them to help them write and finish their books. I know that if I didn't have systems in place, I would still be working on book one, instead of my 25th. Systems help me get my work done on time and the way it needs to be done.

When you start writing, this is one of your biggest challenges and your biggest help. Don't just go at it piecemeal. You'll thank me later.

Ask me sometime about the Palmadero method for writing. I use it all the time. It is how I keep my writing fun and enjoyable. The more you write, the more these types of tools will help you.

Now, not every tool will work for every writer, but you will find ones that work. I am sure of that.

MISTAKE #2



*T*hinking you're not creative enough

FOR PEOPLE OVER 40, this is huge: I know because it is one of the main reasons they don't write.

Absolutely. I'd make it feel less like a lesson and more like a conversation with someone who's carried the dream of writing a novel for years. I've also shifted it toward normal paragraphs, while keeping a few short lines for emphasis.

You're Not Too Old to Be Creative

An internal belief holds far too many people over 40 back from writing the novel they have been thinking about for years.

It sounds innocent enough.

"I'm just not creative anymore."

Maybe you've said it to yourself. Maybe you've even laughed about it with friends.

You have an idea for a story, but then you immediately start talking yourself out of it. You think about all the people

who seem naturally creative. The people who can sit down and effortlessly come up with characters, plots, and incredible story ideas. You see younger writers on social media talking about their books, building audiences, and publishing one book after another.

And you wonder if you've missed your opportunity.

Maybe you think you're too old to start.

Maybe you think your imagination isn't what it used to be.

Maybe you believe that if you were really meant to be a novelist, you would have started years ago.

But what if none of that is true?

What if turning 40, 50, 60, or beyond hasn't taken your creativity away?

What if you've actually spent the last several decades collecting the very things that can make you a better storyteller?

Think about the life you've lived.

You've experienced relationships. You've experienced love and disappointment. You've probably experienced success, failure, fear, excitement, loss, change, and starting over. You've watched people make decisions that made no sense. You've met people who surprised you. You've probably encountered people who became important parts of your life and others you couldn't wait to get away from.

You've seen what people do when they're scared.

You've seen what people do when they're in love.

You've seen what happens when someone has everything to lose.

That's not a disadvantage.

That's material for someone who wants to write a novel.

You don't have to write your autobiography. In fact, you probably shouldn't. But every experience you've had has

given you a deeper understanding of people, relationships, emotions, conflict, and the complicated choices people make.

And those are the things that make fiction come alive.

One of the biggest misconceptions about creativity is that creative people are somehow born different. We imagine them sitting at a desk, magically producing brilliant ideas while the rest of us stare at a blank page.

That's not how creativity works.

Creativity isn't necessarily about having hundreds of spectacular ideas. Sometimes it's simply about asking one question:

What if?

What if the person sitting next to you on an airplane isn't who they claim to be?

What if the woman you pass every morning at the coffee shop is hiding a terrible secret?

What if two people who can't stand each other discover they are destined to be together?

What if the ordinary life someone has built suddenly disappears?

What if there is another world hiding just beyond the one we know?

Every novel begins with some version of that question.

And chances are, you've asked plenty of "what if" questions in your own life without ever calling yourself creative.

Maybe you've watched a movie and thought, "I would have done that differently."

Maybe you've read a book and imagined what would happen if the character made another choice.

Maybe you've heard someone tell a story and wondered what happened after they left.

That's imagination.

You didn't lose it when you turned 40.

You may have simply stopped using it.

Life has a way of doing that.

When we're younger, we dream without worrying quite so much about whether our dreams make sense. We imagine what we might become. We make up stories. We take chances. We believe something wonderful could happen.

You don't need to rediscover some magical version of yourself before you begin your novel.

You simply need to start giving yourself permission to imagine again.

And I want you to understand something else.

You don't have to be a naturally gifted writer to become a good or even great author.

Writing a novel is a skill.

You can learn how to create compelling characters. You can learn how to structure a story. You can learn how to write dialogue. You can learn how to create conflict and tension. You can learn how to develop a beginning that pulls readers in and an ending that makes them wish the story wasn't over.

You can learn how to edit.

You can learn how to publish.

You can learn how to put your book on Amazon.

You don't need to know how to do all of those things today.

You only need to be willing to learn.

That distinction is incredibly important.

Instead of asking yourself, **"Am I creative enough to write a novel?"**

Ask yourself:

"Am I willing to learn how to write one?"

That is a question you can answer.

And perhaps the biggest advantage you have now is something you couldn't possibly have had at 25.

Perspective.

You've lived long enough to understand that people aren't always who they seem. You've learned that good people can make terrible decisions. You've learned that bad things can happen to good people. You've learned that love can be complicated. You've learned that people can change. You've learned that sometimes the person who looks like the villain has a story of their own.

Those observations can deepen your characters.

They can make your conflicts more believable.

They can make your stories more emotionally powerful.

Your age isn't something you need to hide from your writing.

Your life experience can become one of your greatest creative assets.

A trap also catches many aspiring authors over 40.

Perfectionism.

By this point in your life, you've probably become pretty good at recognizing quality. You know what good work looks like. You have higher expectations of yourself. You may look at a published novel and think, *"I could never write something like that."*

But you're comparing their finished product to your beginning.

That's not fair.

The first draft of your novel is not supposed to be beautiful.

It's supposed to be written.

You will make mistakes. You'll write scenes that don't work. You'll create characters that need changing. You may discover halfway through the book that your story needs to go in a completely different direction.

That's part of writing.

MISTAKE #3



***T*hinking that when your book is completed, you are done.**

THE SOONER YOU get this idea out of your head, the better you will be at tackling the other side of the coin to be a writer and author.

I don't care if you're traditional or self-published. You still have work to do.

If you're looking for a book deal with a publisher, you still have to write query letters and go back and forth with publishers, literary agents, editors, and everyone else you can't even think of yet. They do take a lot of the brunt of editing and the like. But you still have a lot of back-and-forth communication.

You also have a lot of the marketing. The best thing about traditional publishing is that you get your advance up front. And if you don't hit the amount they advanced, the publisher is out of luck. Usually. I say usually, because there are always

caveats to every contract. Plus, you lose the rights to your book, usually forever.

If you self-publish, you own the rights for your life plus 70 years. That is quite a difference. It is the reason I chose to self-publish. I felt there were too many negatives to the other route.

However, the self-publishing route means you do everything. And by everything, I mean everything. Suddenly, you are the publisher, the editor, the formatter, and the cover designer.

You are responsible for keywords, categories, book descriptions (this one got me for a while), finding people to review your books, and the ever-popular marketing.

Now I know you can outsource a lot of these duties, and believe me, I do. But you also have to pay for them and still make money.

So let's add the other big catch to being an indie author, as we call ourselves. You have to be a businessperson. Ugh! It's just too much.

All I can tell you is that we all do it, and some of us even enjoy it. I actually do.

But most people, before they start to write, never think about these points or put them at the back of their minds. I want you to succeed, so I want you to know going in. That is why I am telling you all of this. It's not to discourage you, but to help you succeed.

MISTAKE #4



*I*gnoring The Major Book Platform before you write.

IF YOU ARE JUST STARTING out, you are probably going to cross paths with Amazon and its book sections. It is the largest seller of eBooks, paperbacks, and hardcover books in the world. The largest of which is the US market.

Now Amazon is a search engine, plain and simple. So, you have to know how a search engine works. Google, Instagram, YouTube, Pinterest, and almost every other platform are search engines that run on algorithms and, increasingly, AI.

So now you need to understand SEO (search engine optimization) for Amazon. It's another thing to wrap your mind around.

The best thing to remember about this is the fact that: "Readers don't browse. They search."

Because Amazon is a search engine, Amazon decides who gets seen.

That's why:

- categories matter
- keywords matter
- covers matter
- blurbs matter

Each one of these points affects your visibility. It is another reason research is so important. It is why I don't shortcut the process.

Now, I am going to give a full disclosure here. When I started, I was very poor at all of this research stuff. I felt like many new authors feel, that if I write a great story, the readers will flock to my door. That may be true, but they have to find the door first.

I am getting depressed just thinking about all of this. That's why I study, learn, and hook on to mentors to help me navigate the murky waters of writing and publishing a novel.

MISTAKE #5



Waiting till launch day to find readers.

THIS IS why I lean heavily on building a tribe, running a successful email sequence, and handling marketing while I write. Not after I write.

I set aside so much time during my day for writing and editing. I also set aside so much time for marketing, creating an email list, and finding raving fans who will read my books. All of it is important. The sooner a new writer learns this, the better off they will be.

It can be as much fun as writing your story if you frame the task in the right way. I always think of it as writing only in a different way. Plus, I enjoy communicating with people who love to read.

I also love talking to other authors. Many of whom are already 7-figure authors. You find out they are people just like you and me.

I have to laugh when I am talking to a writer who makes a

lot of money, and she tells me she has to leave because she has to get the kids to soccer or their spouse needs something done, so she has to go.

I always thought of rich authors as lounging by the pool and drinking Martinis. I found out that I am mostly wrong. Some authors, I am sure, do. But for the most part, they are moms, dads, and grandparents who are just like you and me.

A major point, I want to drive home here, is that readers buy books from authors they know. Not from those, they don't.

A ROADMAP SYSTEM CHANGES EVERYTHING



*T*here is a faster way

IF YOU WANT, you can do what I said above yourself. It's quite okay to take that route.

But if you want a faster method, you can use the O-R-B-I-T-A-L framework I teach to get off the ground fast and start becoming a true authorpreneur.

THE FRAMEWORK GOES LIKE THIS:

O – Opportunity & Niche Selection

R – Rewire Your Mindset

B – Build Your Writing System

I – Implement & Publish on Amazon

T – Traffic, Tribe & Email Building

A – Amplify & Optimize

L – Leverage & Repeat

We don't do every step linearly. We try to do as much as

we can, but some have to be done in clusters to accomplish what we do in a timely manner.

Another thing to remember is you don't need another motivational YouTube video.

You need a proven roadmap from someone who's already walked the path. Too many people have a large group of courses without the smaller group and one-on-one mentoring that a new-perspective writer needs to succeed.

So, if you want to do it alone, use this information. I'm happy to share it to help you on your journey. No strings attached. But if you want more, hit the link below to book a call and see if we're a good fit to work together. The choice is yours.

Whatever you decide, it is yours alone, and I wish you well on your journey to becoming an authorpreneur.

BOOK A CALL: [Click Here:](#)