

# Rotary Club Of Kuala Lumpur DiRaja

# BERITA ROTARY



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## SERVICE Above Self

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## Lunch Time Speaker Katharina Bachmann – “How To Write A Book”

Ms Bachmann is well qualified to speak on this topic. She has been in the writing industry for nearly 20 years as a journalist, editor and an author who has successfully had her books published.

Her description of the endeavor to write a book, I believe, compares well to the other laudable quest that is to learn how to play golf well. She told us that it is hard work and she quotes William Zinsser: “Writing is hard work. A clear sentence is no coincidence. Very few sentences are already properly written after the first, or after the third writing. Believe me. Take this as a comfort in moments of desperation. If you find that writing is quite difficult, than it has a simple reason: it is difficult!” This makes it sound so technical and structured which; incidentally, most languages tend to be especially the Romanic ones. Same thing with golf, tons of instructions – keep your butt out, wrists cocked, elbows straight, etc.... but most of all relax. How, when every part of my body (skin, muscle and bone) must be in a complicated prescribed position or posture....Argghh.



Ms Bachmann explaining how to write your own book so you can get on the shelf of a library to be immortalized in print.

Yet she advises us like our golf instructor would do. She said, “To be honest – actually there’s no secret recipe for it. The simplest answer is: DO IT – day and night. Just do it. Sit down and begin... Do not just dream and talk about it. Take some time and just start to write.” Right, sounds like countless hours spent on the driving range just to figure out how to hit a small ball with a small club-head in the direction we desire. But there is hope, Ms Bachmann told us that “My personal motto for writing is: the shorter, the better.

In the older days it was very common to write long sentences, to sound intellectual. This sentence had to be read by the reader over and over again, to understand what the author wants to say.”

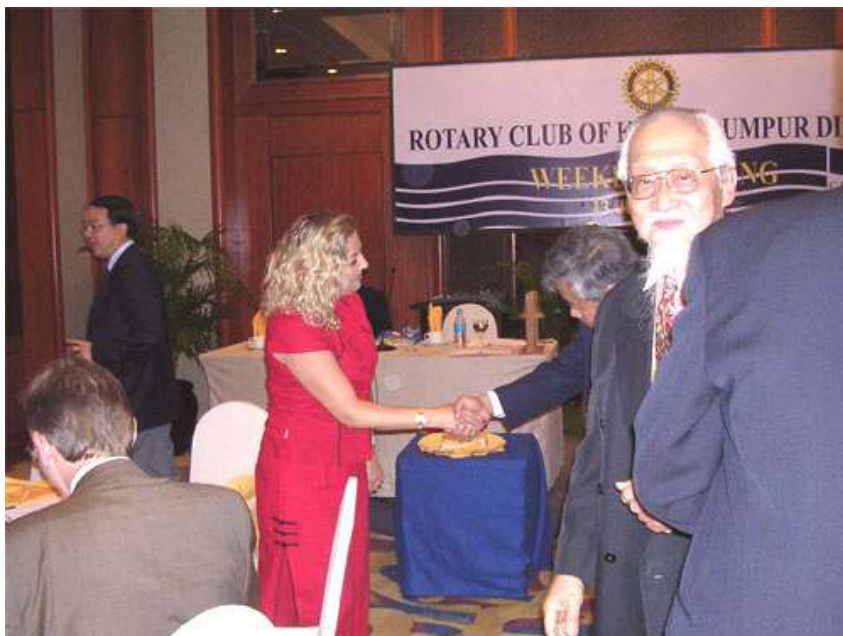


Budding authors clapping in appreciation before rushing off to write their memoirs and biographies.

So we have to be short, sweet and simple. She makes the point that “Powerful language is clear and brief”. She also admonishes us that “Texts of authorities, corporations, companies mostly ... don’t have anything exciting to tell and – don’t bother about keeping a pleasant form.” So all the Corporate Captains and Industry Leaders in RCKL please note to simplify and make your corporate reports easier for small shareholders to read (unless there are things to hide from the SEC and public, which then you should complicate, obfuscate and eradicate all related facts).

For those who would like, I have the full text of her presentation in the computer. So email me at [aakhoo@yahoo.com](mailto:aakhoo@yahoo.com) and I shall be happy to forward it to you.

One last thing to share – last week we had happy Rotarians.



Only 1 lady present, so please let's get in line to shake her hand!