



Research – A Love/Hate Relationship

1. Intro

Brainy Quote: “If we knew what it was we were doing, it would not be called research, would it?” **Albert Einstein**

2. Research – What it is and what it isn’t.

- a. Dictionary.com
- b. Fiction
- c. Non-fiction

3. Why you might hate research... (Check all that apply to you.)

- a. Personality Conflict
- b. Mental Preconceptions
- c. Emotional Response from the Past
- d. Lack of skill with research tools (**15 Ways to Search Google 96% of People Don’t Know About**) (<https://www.youtube.com/watch?v=erZ3IyBCXdY>)

4. Why you might love research... (Check what appeals to you.)

- a. Travel
- b. Finding new facts/info
- c. Personality Agreement
- d. Great Memories of Past

5. Ten ways to make research fun. (Check what fits your personality.)

- a. Travel the world
- b. Pictures – Characters/Background for setting
- c. Videos – YouTube/Vimeo/Facebook Live
- d. Movies – Extract a technique
- e. Internet – Google on a topic: **Writing a Best-Selling Book** (https://blog.bookbaby.com/2019/01/writing-a-best-selling-book-infographic/?utm_campaign=BB1904&utm_source=BBNews&utm_medium=Email)
- f. Conversations – Ask friends/local experts to contribute their knowledge/wisdom
- g. Interviews – SME (Subject Matter Experts)
- h. Listen – Audio books, Sermons
- i. Coach – Get coaching
- j. Read – Find creative ideas in other authors’ books. Read what you write.

6. Wrap-up – Research is what you make it. Whether you turn it into a game, a piece-by-piece mystery to be solved, or a methodical path to revelation, it can and should be fun and exciting. Which method will you use for your next manuscript?

“Research—a paid excuse to read books.” Tui Snider

Contact Aaron:

Email: aaronmzookjr@gmail.com

Web: zookbooks.org

FB: [Facebook.com/ZookBooks](https://www.facebook.com/ZookBooks)