

Legend of the White Wolf

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Lauren Smith: Tell us about your books.

Max Elliot Anderson: I write action-adventures and mysteries especially for boys 8-13. Seven of those have been published. *NEWSPAPER CAPER*, *TERROR AT WOLF LAKE*, *NORTH WOODS POACHERS*, *MOUNTAIN CABIN MYSTERY*, *BIG RIG RUSTLERS*, *SECRET OF ABBOTT'S CAVE & LEGEND OF THE WHITE WOLF*, are compared by readers and reviewers to Tom Sawyer, The Hardy Boys, Huck Finn, Nancy Drew, Tom Swift, Scooby-Doo, Lemony Snicket, and adventure author Jack London. In addition, another 28 manuscripts are completed for this same age group and my agent, Terry Burns at Hartline, is searching for additional publishing opportunities.

Lauren Smith: What's the latest book you published? Tell us what it's about.

Max Elliot Anderson: The most recent release is called *LEGEND OF THE WHITE WOLF*. It's a story about a boy and the wolf pup he saved from a steel trap a few years earlier. Now, he's searching for that adult wolf. Friends and family didn't call him a liar; they just couldn't believe his story. Brian Fisher was determined to prove it was true even though it involved the risk to his own safety. His rescue of that wolf pup results in a mysterious relationship with surprising results. The story is set in the lower elevations near Yellowstone. His friend, Windwalker, an old, Native American Indian, tries to point Brian in the right direction, but it's up to Brian to find the truth.

Lauren Smith: How did you end up writing in this genre?

Max Elliot Anderson: As a child, I grew up hating to read. Many people are stunned to learn this, since I've now completed so many manuscripts. Once I understood a few keys as to why I had grown up this way, I decided to try to write the kinds of books I would have enjoyed as a boy. During my research, I also noticed that there weren't as many books for boys to read as I found for girls. I decided to write for just one young boy, in the hopes that I could turn him from a reluctant reader, to one who would enjoy books. I already know that this has now happened many, many times. And I discovered that I was actually writing to myself.

Lauren Smith: You have a lot of books published, is writing your full time profession? (if it's not can you tell our readers how you find time to do all of this writing)

Max Elliot Anderson: No, my primary profession is as a producer of video programs and television commercials. I produced over 500 national television spots for True Value Hardware and have a number of long-term video production clients. But just after 9/11, much of this activity came to an abrupt halt. It was in the years that followed, while my clients were reevaluating their marketing needs, that I devoted three years to nothing but writing. In the past couple of years, some of my video production clients have returned. I've written fewer books during those years. I will only begin a story if I know I can finish it. I don't really have to discipline myself to write because I love the process so much. For me it's a pleasure. I tend to write in the evening, on weekends, and over holidays. Before I start, I already know the beginning, middle, and likely ending of the book. Then the story literally unfolds in front of me. Typically, during each night session, I'll complete up to three chapters. An interesting story about *LEGEND OF THE WHITE WOLF* is that I wrote nearly non-stop, and completed the first draft in only three days. The reason is because I got so excited about the story; I couldn't wait to see how it would all turn out. I wrote straight through the first night and then just kept going until it was finished. I'd spent a lot of time initially on research so the only thing left to do was write.

Lauren Smith: What's next for you?

Max Elliot Anderson: My biggest challenge right now is to find a new publisher. But I'm confident that I'll continue writing more adventures for boys. I have already researched material and have the titles for at least a dozen more that I could begin writing any time. And I'd love to be writing them now. I've chosen to spend a two-year period to continue developing my platform, marketing, and locating publishers who will be the best fit for my work.

Lauren Smith: What has surprised you the most about the publishing process?

Max Elliot Anderson: Fortunately, I've spent a lifetime of activity in promotion, advertising, and marketing. Yet I was surprised at how much marketing an author has to do in order to help his books to become successful for the publisher. My father was the author of over 70 books during his lifetime. We discussed the subject of marketing and he said this was something he never had to do. His most successful book is *WHERE TO FIND IT IN THE BIBLE* – Thomas Nelson Publishers. It has sold over 4 million copies. My dad had a great platform as a speaker and author. I think this helped to carry most of his work in the market place. And needing a platform was the second biggest surprise. It's something I've been working on very hard. Today, I have a blog, Books for Boys, that ranks in the top 5 on Yahoo and the top 20 on Google. The blog is located at <http://booksandboys.blogspot.com>. During the school year, I speak in

dozens of schools. I continue to write articles, participate in interviews like this one, and do extensive email promotion to lists that I've built over the past five or six years. I like to tell new writers that writing their book will be the easiest part. Finding an agent or publisher will be a little more difficult. But building a platform and conducting all of the activities that fall under marketing will be the hardest part of being a published author. And it's one of the most rewarding.