

Joe Romm:
PROLIFIC WRITING OUTPUT WITH DRAGON

Joe Romm has a lot of writing to do these days. He edits the well-known blog Climate Progress, where he contributes one or two lengthy posts each day, and he's working on a book, "Language Intelligence," that will be his eighth published since 1992 when it hits shelves in the summer of 2012.

"This pace of writing would not be remotely conceivable to me without Dragon Dictate," he says. "I doubt I would have even taken up blogging, which is now my full-time job." Romm estimates his output since he started using Dragon at more than four million words.

Romm discovered Dragon over a decade ago, when he suffered a minor hand injury that causes discomfort if he types for more than several minutes. He used Dragon to write his fourth book, "Cool Companies," published in 1999. In the foreword of his next book, 2004's "The Hype About Hydrogen," Romm said the new version of Dragon released that year enabled him to double his productivity.

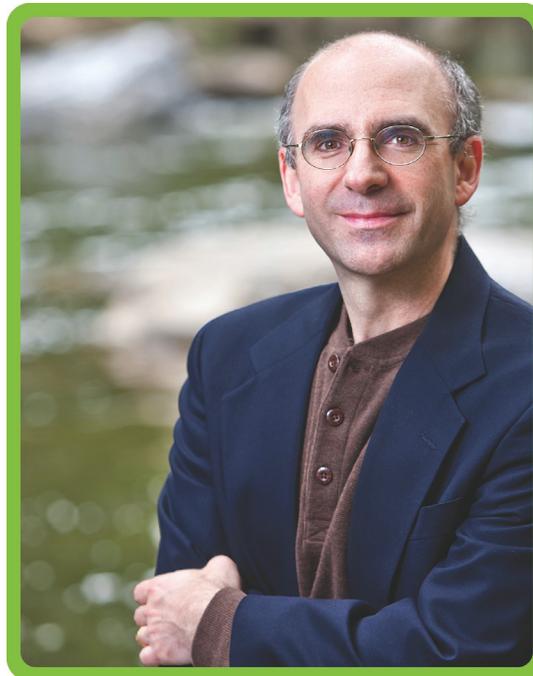
While working on a follow-up book that was published in 2006, Romm launched Climate Progress and quickly saw a large increase in the demand on his writing time. He explains: "Whereas a book might be 80,000 words written over the course of a year, I also added a few thousand blog posts written since then. Most of them are over 1,000 words long, and some are as long as 4,000 words."

Dictating his blog posts allows Romm to stay on top of current events. "It's important to be able to break news and comment on it in real time when you have a blog," he says.

"It's important that I can quickly write a long entry with Dragon and get it posted."

Achieving a More Conversational Style

Not only does Dragon enable Romm to be more productive and stay current with the latest news, but he has also found that it helps him create a conversational style. "I think of dictating a blog post like I'm talking to my readers," he says. "It helps me engage with readers and keep them interacting with the site. I have a PhD in Physics, so I was trained in a more formal style that's not right for a blog. Dictating helps me break away from that."



Romm relies on Dragon Dictate on his desktop and laptop Macs so he's able to keep up with his writing anywhere. He uses it to dictate everything, including emails and responses to comments on the blog.

He has found that it comes in handy in other ways too. For example, while writing a blog post that cites comments made by movie director James Cameron during a National Geographic Channel show, Romm wanted to use some quotes. He had recorded the episode, so all he had to do was start playing the relevant section, press pause, speak what Cameron said into Dragon, and repeat the process until he had captured what he needed. He also relies on Dragon if he comes across content on the Internet that he can't copy and paste. "I just read it," he says.

While keeping up with blog posts, Romm continues to work on his next book, which is about communications in its various forms today and how they compare with the past. "It's about blogging, messaging, and general rhetoric," he says. "I'll also look at the great speechwriters of the past compared to those of today."