

# The Right Way to Write, Publish and Sell Your Book

## Table of Contents

<b>About the Author</b> .....	<b>x</b>
<b>Preface</b> .....	<b>xii</b>
<b>Testimonials</b> .....	<b>xiv</b>
<b>Disclaimer</b> .....	<b>xvi</b>
<b>Introduction</b> .....	<b>xvii</b>

Publishing—The Raw Truth

A Few Encouraging Words

### **1: Stop! Don't Write That Book... Yet** ..... **1**

Step Away From the Keyboard, Now!

Dismiss Those Discouraging Words

Myth Busters for Hopeful Authors

You Want to Write a Book Because?

Get in Touch With Your Unrealistic Expectations

### **2: How to Find the Very Best Publisher for Your Project** ..... **16**

Five Authors' Mistakes

Why Choose a Publisher Now?

Manage the Maze of Potential Publishers

Can You Name That Genre?

Your ABC List of Publishers

How to Meet a Publisher Face-to-Face

How to Get the Most From a Meeting With a Publisher

Your Thirty-Second Commercial

How to Work a Book Festival So it Works for You

What's Your Competition?

Sample Market Analysis

### **Book Proposal Part III**

#### **6: Dazzle em With Your Marketing Savvy ..... 99**

But I Write Fiction

What's Your Platform?

Build Your Platform

Build Marketability Into Your Book

What's Your Plan?

Sample Marketing Strategies

### **Book Proposal Part IV**

#### **7: Okay, Now Organize Your Book ..... 116**

The Chapter Outline

Techniques for Creating Your Chapter Outline

Sample Chapter Outline

#### **8: How to Approach and Work With an Agent or a Publisher 131**

What Does an Agent Do for You?

Tips for Choosing and Working With an Agent

How to Find a Publisher on Your Own

Give Em What They Want

The Query Letter Explained

Sample Query Letters

A Word About Rejection

What Happens When You're Issued a Contract?

#### **9: Get Ready, Get Set, Write ..... 160**

Read What You Write

How to Get Beyond Overwhelm

Hone Your Research Skills

Interview Techniques

Blog for Exposure and Sales  
Promote Through Fantastic Handouts  
Press Releases, Media Kits and Sell Sheets  
Sample Press Releases  
Make News  
Solicit Free Advertising  
How to Make Sales Using Your Mailing List  
Produce a Newsletter  
Network, Network, Network  
Get on Radio and TV  
Hone Your Speaking Skills

**13: Book Promotion—Get Creative ..... 264**

Give Customers More Than They Expect  
Sell Books Through Articles and Excerpts  
Let's Go Sell Books at a Book Festival  
Seek Out Special Venues  
Seasonal Promotion  
Boost Sales—Produce Spin Offs  
Dealing With Promotion Burn Out

**14: Bookkeeping Tips for Authors ..... 283**

Do You Know Where Your Manuscripts Are?  
Record-Keeping for Uncle Sam  
Donating Books is Good Business  
You and the IRS  
Welcome to the Shipping Room  
Copyright Law and Contracts

**15: The Writer's Life ..... 296**

**16: Resources for Hopeful and Already Successful Authors. 302**