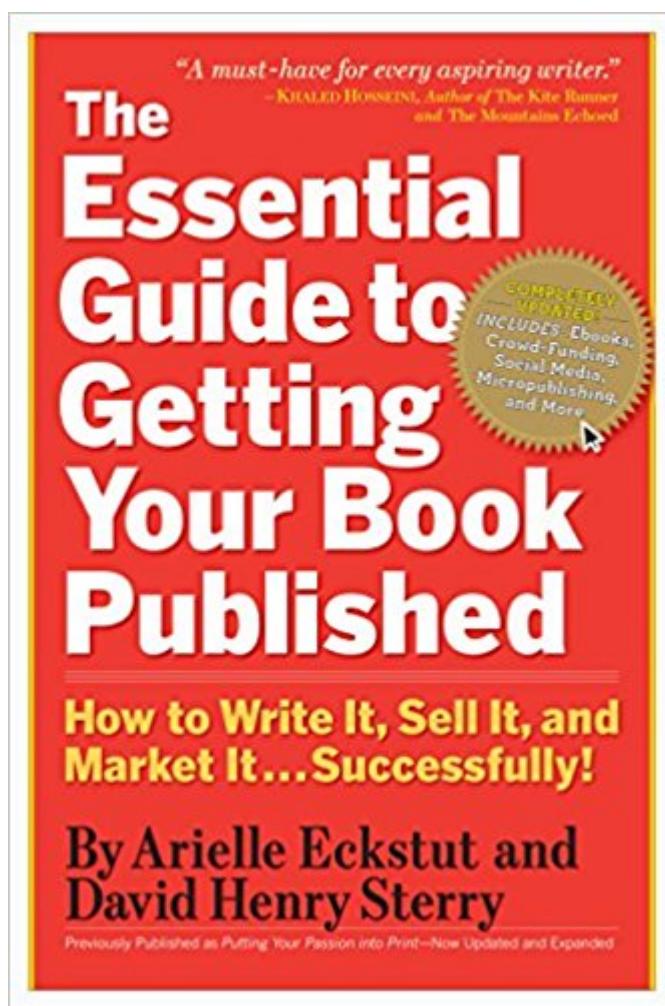


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The Essential Guide To Getting Your Book Published: How To Write It, Sell It, And Market It . . . Successfully



Synopsis

Now updated for 2015! The best, most comprehensive guide for writers is now revised and updated, with new sections on ebooks, self-publishing, crowd-funding through Kickstarter, blogging, increasing visibility via online marketing, micropublishing, the power of social media and author websites, and more—making The Essential Guide to Getting Your Book Published more vital than ever for anyone who wants to mine that great idea and turn it into a successfully published book. Written by experts with twenty-five books between them as well as many years' experience as a literary agent (Eckstut) and a book doctor (Sterry), this nuts-and-bolts guide demystifies every step of the publishing process: how to come up with a blockbuster title, create a selling proposal, find the right agent, understand a book contract, and develop marketing and publicity savvy. Includes interviews with hundreds of publishing insiders and authors, including Seth Godin, Neil Gaiman, Amy Bloom, Margaret Atwood, Leonard Lopate, plus agents, editors, and booksellers; sidebars featuring real-life publishing success stories; sample proposals, query letters, and an entirely updated resources and publishers directory.

Book Information

Series: Essential Guide to Getting Your Book Published: How to Write

Paperback: 544 pages

Publisher: Workman Publishing Company (November 4, 2010)

Language: English

ISBN-10: 076116085X

ISBN-13: 978-0761160854

Product Dimensions: 6 x 1.2 x 9 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 246 customer reviews

Best Sellers Rank: #38,808 in Books (See Top 100 in Books) #6 in Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Book Industry #60 in Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Authorship #274 in Books > Reference > Writing, Research & Publishing Guides > Writing > Writing Skills

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similar to being back in school and learning dry material. But I actually enjoyed reading this book. It felt more like reading fiction. I skipped around, reading the sections most applicable for me right now, but I found myself reading other chapters that followed even if they didn't apply to me just because it was interesting. After just an hour, I felt like I knew more about an industry that before felt so expansive and elusive. There are plenty of craft books out there, but not many that tell you about agent contracts, what the submission process will be like, or how to choose between agents. I read this prior to going on submission with my agent, and I felt like it gave me a good grasp of what to expect and how the process would work. They explained preempts, auctions, and gave advice on how to choose between publishing houses. There's so much information in here that I often re-read sections when they become relevant to my writing journey and realize I missed several nuggets of information in the first read. The Book Doctors often have deals giving away consultations with a purchase of the book, so I recommend signing up for their newsletter on their website to keep an eye out for these.

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this book gets one of my highest recommendations. It is on my bookshelf of references on writing and one I will be going back to many times. Look forward to future editions as the world of writing and publishing keeps changing in dramatic ways and this new edition brings the book up to date for now.

The Essential Guide to Getting Your Book Published gives aspiring writers a unique perspective to getting published, from developing an idea to marketing your finished product. Written by an Arielle Eckstut, an experienced, at-large agent for a major literary agency and David Henry Sterry, author of 16 books, The Guide gives an honest and in-depth look at the entire process. While encouraging writers, Eckstut and Sterry also explain the hard truth about getting published: It takes a ton of work, time and quite possibly money. What I found most helpful was the in-depth explanations about all the components necessary to lure a literary agent, which is often the most difficult aspect of getting published. They discuss this right down to the number of words a writer should use for the "pitch" used to land an agent. Of course no guide is a magic bullet. An author must come up with a marketable idea and write it well. The Guide helps with that, but its true strength is walking a writer down the path of putting it print. How to use social media, deal with bookstores, locate and lure an agent, deal with contracts, etc. All are covered in detail. The Guide also explains self-publishing and how to overcome the inevitable rejections a first-time writer will experience. For anyone new to the industry who wants to learn the ropes from two people in the know, The Essential Guide to Getting Your Book Published is the way to go.

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