

Getting Your Book Published

Four publishers' advice on how to get a book contract

Renie's Top 5 Tips

- Find an angle
(fill a void, different twist to a topic, theme)
- Make yourself attractive to publishers (expertise/credentials, speaking, publishing free articles)
- Have a marketing communications person review your proposal before sending to publisher
- Find time/structure for writing (airports, Sunday evenings, lunch hours, etc.)
- Get a coach for support and accountability

4 Contributors to These Ideas Were:

Jossey-Bass/Pfeiffer/Wiley

AMACOM Books

ASTD Press

Kaplan

Getting Publishers' Attention

- Leading edge or need to know topic.
- Catchy title that reveals the author knows my market.
- Complete manuscript that directly answers the questions in the proposal guidelines.
- Well written proposal that shows the potential author can write and express ideas clearly.
- Flawless proposal — no typos.
- Direct evidence that the author will directly market the book (an established client base or is a popular and accomplished presenter.)
- Answer the big question: who is the audience and why would they read this book?

Authors that Appeal to Potential Publishers

- Proven track record of success and demonstrable expertise.
- Regular speaking engagements, a reputation for great ideas and great presentations.
- Author "platform" (renown in the field or recognized expertise.)
- Close association with professional societies.
- Other published books (as author or contributor) or articles.
- Willingness to work with the publisher to make the book successful.
- Great writing ability.

Advice for Author Wannabes

- Try for either "first in market" or "best in market."
- Take the time to really drill down what the book does, how, why, and for whom.
- Show how you'll support your book.
- Don't get discouraged, continue speaking on your topic and you'll find a publisher.

Choosing a Publisher

- Do your homework.
- Find a publisher that publishes in the exact area of your expertise.
- Determine how your topic both fits in and/or is different to current offerings. If your book is exactly like the one currently sold by your prospective publisher there's not much chance the editor will be interested.

The Most Common Reason for Turning Down a Proposal

- Topic or author isn't right for the market