

Nonfiction Book Creation from the Ground Up

Why does the adult nonfiction book continue to be a hot item? What drives the writer? Ten maxims to check your attitude. Should I write the entire book? No. Why?

Five Questions Every Book Editor Asks:

1. Is it true? Does this person know what they are talking about?
2. Is the book significant? How many people care about this subject and why?
3. Is it well written or at least salvageable? Will the reader be captivated by the paragraphs?
4. Will enough people pay to read this?
5. Can the publisher afford it?

Six Reasons Book Ideas Are Rejected

1. Sounds like a magazine article
2. It's already been done.
3. It's never been done--editors don't see a market for your book
4. Topics like that don't sell.
5. There is too much competition
6. It's too expensive to produce--length or photos or illustrations, etc.

Six Ways for Your Proposal to Stand Out

1. Create your own marketing plan and why <http://goo.gl/21AXJ>
2. Follow *Pyromarketing* <http://snipurl.com/pyrint>
3. Gather high-profile endorsements <http://www.terrylinks.com/Elder>
4. Bring special sales <http://www.bookpublishing.com>
5. Gather sales outside of the bookstore
6. Have A Must-Have Title for your book

Book Proposal Check List **Is Your Idea Saleable?**

- Who is your audience?
- Why would they want to read your book?
- Research at several large bookstores to see if anything is already available.
- Check a large major library for competitive titles
- Look at Amazon.com but understand it's not always correct.
- What makes your idea significantly different or better than the competition? These distinctions are your primary selling points. You need at least one major distinction between your idea and the competition for it to be saleable.

Proposal Mechanics

Most book proposals range from 15 to 30 pages. These proposals are always 100% typo-free and double-spaced with generous margins. The proposal takes many forms and the writer inevitably dictates the shape of the proposal. The common elements include:

- Overview** -- this is the most important part of your proposal and should be 1 to 3 pages long. In clear and succinct style it covers:
 - What is the book about? Why the book is important, useful and necessary?
 - Who is the audience? Who will buy this book?
 - What makes the book different or better than any other book in on this subject?
 - What is the book's marketing handle? This is a twenty word or less description.
 - What can you do to help the book in terms of promotion?
- Chapter Summaries.** These summaries are an outline of the book. They can be as long as you desire but no less than 150 words for each chapter. Select the format, which works best for you--i.e. outline, narrative, bulleted list of key points, etc.
- The Sample Chapter** You will need at least one sample chapter and probably two chapters (if a chapter is less than ten pages). These chapters should give the reader a strong sense of the book's tone and style.
- About the Author.** Don't be shy. Why should the editor give you this project? Of everyone in the world why you? Specifically show how you are the most qualified individual for this project. Every editor is investing at least \$50,000 so show your worth.
- The Competition.** Everyone believes their book is unique. **It's not** so please detail five or six books will be in direct competition.
- Manuscript Delivery and Length**—important information and many people do not include this information. Your vision for the book is very important.
- Promotion/** Special Markets/ Volume Buy Backs (anything over 5,000 copies)/ Endorsements/ *PyroMarketing*

Resources for Every Book Writer

[Write A Book Proposal Course](#) [My FREE Teleseminar on Proposals](#)
[Book Proposals That Sell, 21 Secrets To Speed Your Success](#)
[Editor Reveals Book Proposal Secrets](#) (over 3 hours of book proposal teaching)
 Free Ebook, [Straight Talk From The Editor](#)
[A FREE List of over 400 literary agents](#) (addresses, phone, emails).

After a contract, producing a book--step by step.

Why an outline?

Three obligations of the author during the nonfiction book creation:

Gathering the “right” information, Timeliness, Structure

After you submit your manuscript, is your responsibility finished?

FREE my Ebook, **Platform Building Ideas for Every Author:** <http://terrylinks.com/pb>

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For easy access to each link, go to the online version of this handout & click the links: <http://www.terrylinks.com/nbcfgu>