

**Got'ta Great Book Idea for A Novel, But I'm NO
Writer ~ How to Start Writing A Book and Get It
Publish For Beginners without The Middle Man..**



by Terry D. Clark

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Introduction

Sell your book the easy way --- sell a proposal

You and your publisher: a partnership

Why write a proposal first?

How do you write a book proposal?

How to use this ebook

Work FAST

Can't devote a week to writing your proposal?

Day One: What's a book proposal? Get an idea for your book

Day One Tasks

Task One: Look over four non-fiction books

Task Two: Work through the Idea Generator exercises in this chapter

Task Three: Create a computer folder to hold your working files

Task Three: Create a Work Log

What's a book proposal?

Got an idea for your book? Great!

Start here to develop an idea for your next book

Idea Generator One: What you're good at

Idea Generator Two: Your past experiences

Idea Generator Three: Your knowledge

Idea Generator Four: What you enjoy most

Idea Generator Five: From challenge to opportunity

Checklist: Is this the right idea for you TODAY?

Day Two: Develop your idea and assess the market

Day Two Tasks

Task One: Keep studying non-fiction books

Task Two: Develop your idea

Dispelling myths and a word about confidence

Myth One

Myth Two

Myth Three

Myth Four

Today we'll develop your idea and assess the market

Note: your personal experience is valuable

Simple steps in developing your idea

1. Write down everything you know about this idea

2. Make a long list of possible book titles

3. Create a list of contacts

Assess the market for your book

1. Visit large bookstores

2. Visit your library

3. Amazon

Write a report on your discoveries

Day Three: Write the blurb and outline your book

Day Three Tasks

Task One: Write at least three blurbs

Task Two: Collect sample blurbs

Writing the blurb

Your blurb helps your agent and editor to get a contract for you

Sample blurbs

Sample blurb from: LifeTime: Better Time Management in 21 Days by Ann Jones

Sample blurb from: Making The Internet Work For Your Business by Ann Jones

Write your blurb in easy steps

One: Make a list of the benefits to the reader

Two: Rank the benefits

Three: Write several blurbs, in various lengths

Essential blurb add-on: the testimonial

Outlining your book

Start with a mind map

Create your outline

Day Four: Research your book proposal, and flesh out your book's outline

Day Four Tasks

Task One: Create your research plan

Task Two: Create a chapter outline for your book

Research: How much do you need to know?

Your research plan

Work on your book's outline and the first chapter, as you research

The Brain-Dead Process

What goes into your chapter outline?

Will you need graphics or photographs?

Day Five: Write your proposal query letter, and submit it to agents and publishers

Day Five Tasks

Task One: Start a contact list of agents and publishers

Task Two: Send out ten query letters to agents and publishers

Today you write your proposal query letter

Do you need an agent?

Online resources to help you in your agent-hunt

Sending your query letter directly to publishers

Yes, you can multiple-submit your query letter, and even your proposal

Sample Query Letter

Another sample query letter

Write your query letter!

Here's a quick outline for your letter:

"Don'ts" for your query letter

1. Don't make unsupported claims for yourself or your book
2. Don't mention that you're unpublished
3. Don't mention that your partner, your best friend, or the milkman think that you're a good writer or that you've got a brilliant idea for a book
4. Don't be specific

Day Six: Write the proposal

Day Six Task

Task One: Write the initial draft of your book proposal

Relax! You'll write your draft in stages

Let's write the proposal

Your chapter outline

Your background-why you're the person to write this book

Write the Overview

Sample Overview Writing To Sell In The Internet Age

The Internet gives writers unlimited new opportunities

A how-to plus a how-they-did-it

What I won't be including

Don't hype, **BUT DO INCLUDE EVERYTHING RELEVANT**

Your Overview's length

Write the Promotions section

Promoting with money

Promoting with time

Sample Promotions section Writing To Sell In The Internet Age

My plan outline

Write the Competition section

Day Seven: Write the sample chapter and revise your proposal

Day Seven Tasks

Task One: Write the sample chapter

Task Two: Revision

Today you write your sample chapter

A fast chapter-writing method

1. Reread your notes
2. Talk to yourself on paper
3. When you're ready, write

Revising your proposal

How to revise

1. Read the entire proposal
2. Slash and burn
3. Add material
4. Read for coherency
5. Revise for style
6. Copyedit

You're done!

Resource: Sample Book Proposal

Proposal

Ann Jones

Overview

The business writing market is invisible to most writers

Writers need this book

The book's structure

What's not in the book

Ann Jones Background

Quick Bio

Partial list of publication credits

Web site

Why this author for this book?

Competition

1. The Elements of Copywriting: The Essential Guide to Creating Copy That Gets the Results You Want

2. Teach Yourself Copywriting

3. The Well-Fed Writer: Financial Self-Sufficiency As a Freelance Writer in Six Months or Less

My plan outline

Chapter Outline

How to get the most out of this book

Week One: Start Your New Business In Just Seven Days

Introduction & Day One: Getting Started

Day Two: your portfolio, prospecting and marketing

Day Three: Writing Longer Copy

Day Four: Public Relations Copywriting

Day Five: Specialist Copywriting

Day Six: Focus on Marketing

Day Seven: Copywriting for performance

Week Two: Your copywriting services marketing plan and more

Week Three: Copywriting for the Internet

Week Four: Writing bios (biographies) and creating your own media kit

Sample Chapters: Introduction and Day One

Introduction

Can YOU make money freelance copywriting?

First must-do: get your client's message across

Second must-do: market your copywriting services

How much can you earn?

Day One: Getting Started

Your Day One Objectives

The brief, and your Writing Services Agreement

Your briefing sheet

Your Writing Services Agreement

(Sidebar) The copywriter's formula: AIDA

Writing copy step by step

Step One: Research

Step Two: Prepare by getting a conversation down on paper or on the computer screen

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