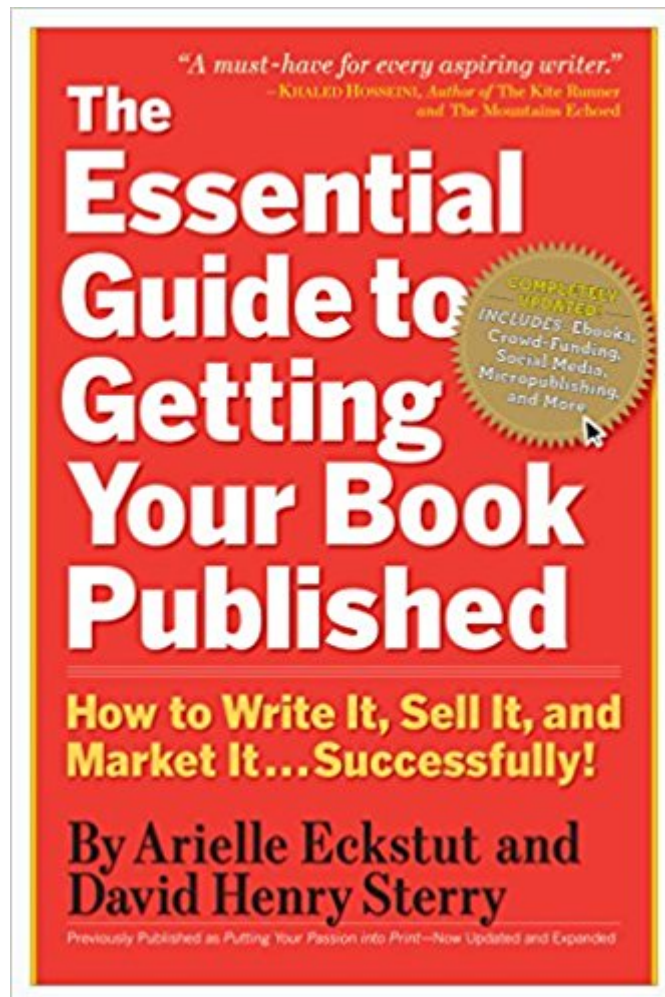


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# The Essential Guide To Getting Your Book Published: How To Write It, Sell It, And Market It . . . Successfully



## 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 moreâ€”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 yearsâ€™ experience as a literary agent (Eckstut) and a book doctor (Stern), 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

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## Customer Reviews

I realize I'm bucking the crowd on this, but then the authors are very influential people with a lot of followers so maybe that has something to do with why the reviews are so glowing here on . And maybe not. Maybe it's just that I'm not finding it that helpful to my particular situation. I have been

using the Kindle version of this book for the last several weeks as a guide for self-publishing my memoir after several months of trying to go the traditional agent route without success. I think this book may be more useful to the very few people new to getting published who are successful going that route. There certainly isn't much about self-publishing beyond a lot of generalities, anecdotes, and rah-rah enthusiasm. For example, not a single self-publishing service seems to be mentioned. I was hoping for a detailed comparison. I don't think this is really a guide so much as a lot of pieces of the puzzle but little explanation of how the writer can use them. Nothing on how to select a self-publishing service although it does cover the self-publishing scene and elements. The Table of Contents is not that helpful at finding things because the authors like to use cute names for chapters and sub-chapters so it is sometimes hard to find what you need. Social networking and marketing are described at general levels but never at the detailed level that would help a novice get into it. No blueprint. Yes I already know about Facebook and Twitter and I can sign up and do the basics without their help, but what about beyond the basics. How do you design a successful Facebook page for your book or where's the link to how to do that? What are hash marks and how do you utilize them in Twitter?

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