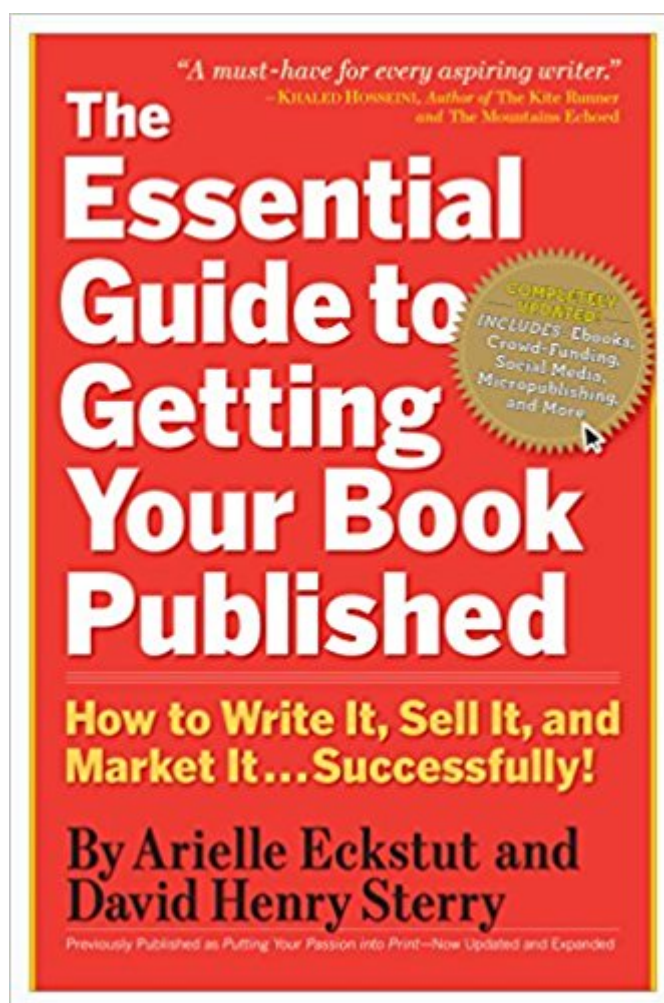


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# The Essential Guide To Getting Your Book Published: How To Write It, Sell It, And Market It . . . Successfully



## 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 (Serry), 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

Praise for *The Essential Guide to Getting Your Book Published* â€”a must-have for every aspiring writer . . . Thorough, forthright, quite entertaining.â€”Khaled Hosseini, bestselling author of *And the Mountains Echoed* and *The Kite Runner* â€”Before you write your own book, read this one.

Arielle Eckstut and David Henry Sterry understand the process of publishingâtheir advice will help you envision and frame your work so that publishers will be more likely to perceive its value.â

âJonathan Karp, president and publisher, Simon & Schuster âI started with nothing but an idea, and then I bought this book. Soon I had an A-list agent, a near six-figure advance, and multiple TV deals in the works. Buy it and memorize it. This tome is the quiet secret of rock star authors.â

âTimothy Ferriss, bestselling author of *The 4-Hour Workweek* âThere is no way I would have landed a book deal without these two brilliant industry pros and their insider knowledge! This is not a mere guide. Eckstut and Sterry haveâchapter and verseâwritten the bible for would-be authors of every stripe and genre.â

âYlonda Gault, author of *Child, Please: How Mamaâs Old-School Lessons Helped Me Check Myself Before I Wrecked Myself* âI cannot emphasize enough how well this book prepared me for the path to getting published. It warns writers about inevitable ups and downs, but it kept me from having to learn about the publishing world through frustrating trial and error. It also provided much-needed encouragement through some initial rejections. Now that my book is published, Iâve run into many people wanting to know how the whole thing works, and I always refer them to this book.â

âRoxanna Elden, author of *See Me After Class* âThis is the book that has helped me every step of way in writing, marketing, and publishing my first book. Any time I had a questionâwhether it was about working with my editor, agent, or publicistâI knew where I could find the answer. My copy has been earmarked, bookmarked, highlighted, annotated, and loved. Arielle and David are the best guides around if you are looking to get your book out in the world. And as a bookseller, I love putting *The Essential Guide* in the hands of writers and aspiring authors. I know that Iâm giving them the best possible resource for understanding the ever-changing publishing landscape.â

âMelissa Cistaro, author of *Pieces of My Mother: A Memoir* âThis is a terrific book. Itâs practical, itâs fun to read, and it totally demystifies the publishing process. Whether you are just setting out to write a book, or already have several published books under your belt, you will find this an invaluable resource. There is no doubt in my mind that it will become a standard of the industry, sitting right alongside *Writerâs Market* and *The Chicago Manual of Style*. (And let me tell youâitâs a much better read than either of those books could ever dream of being!)â

âRick Beyer, author of *The Greatest Stories Never Told Series* âWe had been working on our first project for several years, on our own, and struggling without any guidance. We were really discouraged by the entire process. Without *The Essential Guide to Getting Your Book Published*, weâd still be stuck in literary limbo. Now, with two books published, weâre working on our third!â

âAyesha Mattu and Nura Maznavi, authors of *Love, InshAllah: The Secret Love Lives of American Muslim Women* and *Salaam, Love: American Muslim*

Men on Love, Sex, and Intimacy • Once I ratcheted up the nerve to self-publish my first novel, I realized there were two ways to do it: Close my eyes, hold my breath, and hit the publish button, or learn everything I needed to know to do it professionally and successfully. I opted for the latter, bought *The Essential Guide to Getting Your Book Published*, and read it from cover to cover. Then I rolled up my sleeves and got to work. As a result, my book hit #1 on • TM's commercial fiction list. •

• "Eva Lesko Natiello, author of *The Memory Box* • "[*The Essential Guide to Getting Your Book Published*] offers aspiring authors refreshingly honest, knowledgeable, and detailed advice on not only how to get published, but how to deal with every phase of the publishing process, constructively and realistically. It • TM's an invaluable resource for anyone who dreams about having his/her book not only published, but published well. •

• "Jamie Raab, publisher, Grand Central • "From coming up with an idea to promoting the finished book, these insiders tell you what you need to know and inspire you to do it • "with wit, charm, and a thorough knowledge of what they write. •

• "Amy Cherry, editor, W. W. Norton • Previously published as *Putting Your Passion into Print*

Praise for the First Edition of *The Essential Guide to Getting Your Book Published* (Previously published as *Putting Your Passion Into Print*) • "A must-have for every aspiring writer . . .

Thorough, forthright, quite entertaining. • "Khaled Hosseini, bestselling author of *The Kite Runner* and *A Thousand Splendid Suns* (Riverhead) • "Before you write your own book, read this one.

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• "Jonathan Karp, publisher, Simon & Schuster • "I had no idea that the code of publishing would be as hard to decipher as the secret language of adolescent girls. If only I had *Putting Your Passion into Print* when I started writing! •

• "Rosalind Wiseman, author of *Queen Bees* and *Wannabees*, the book that inspired the movie *Mean Girls* (Three Rivers) • "Putting Your Passion Into Print changed my life. I read and reread each of your chapters, lived by your organizational and promotional advice, and, despite all odds, my rather uncategorizable book is a success. • With no track record or cash, we • TM've gotten onto TV and into national print media, been blurbed by the LA Times and the Village Voice, and sold out a third of our print run within three weeks of launch. •

• "Molly Crabapple, author of *Dr. Sketchy* • TM's *Official Rainy Day Colouring Book* (Sepulture Books) • "I started with nothing but an idea, and then I bought this book. Soon I had an A-list agent, a near six-figure advance, and multiple TV deals in the works. Buy it and memorize it. This little tome is the quiet secret of rockstar authors. •

• "Timothy Ferriss, bestselling author of

The 4-Hour Workweek (Crown)âs Putting Your Passion into PrintÂ has been absolutely invaluable through this whole process!Â Itâs on my bedside, with dozens of post-its peeking out!â •â "Veronica Wolff, author of Master of the Highlands Series (Berkley) âs Arielle and David did a masterful job at deconstructing our complicated, often irrational industry. Putting Your Passion into Print is fun to read and brutally honest, but itâs also energizing and inspiring.â •â "Lynn Goldberg, CEO, Goldberg McDuffie Communicationsâs I curled up in a big chair and read Putting Your Passion into Print like a novel. Written with insight and humor, it takes us through the writing process from idea to sequel. I wish I had a book this thorough and thoughtful and downright indispensable for every aspect of my life.â •â "Karen Cushman, author of the Newbury Award winner The Midwifeâs Apprentice and Newbury Award runner-up Catherine, Called Birdy (HarperCollins)âs "This is a terrific book. Itâs practical, itâs fun to read, and it totally demystifies the publishing process. Whether you are just setting out to write a book, or already have several published books under your belt, you will find this an invaluable resource. There is no doubt in my mind that it will become a standard of the industry, sitting right alongside Writerâs Market and The Chicago Manual of Style. (And let me tell youâs itâs a much better read than either of those books could ever dream of being!)â •â "Rick Beyer, author of The Greatest Stories Never Told Series (Harper) âs I took myself to lunch today and brought along Putting Your Passion Into Print, and Iâll be damned but it made me remember why I love this business and why the suffering is all worth it in the end. Itâs a terrific book that finally put me in a good mood again.â •â "Annik LaFarge, former publisher of Bloomsbury BooksÂs "You know all those books sitting on your shelf about how to get published? Well, you can finally unload them at your garage sale because this book is all youâll ever need. A-to-Z, Soup-to-Nuts, this is the most comprehensive guide available on how to become a published author.â •â "Nancy Levine, author of The Tao of Pug (Penguin)âs "These two know everything about the book business and share every detail in this fabulous book. Putting your Passion into Print answers every question you have with playful charm, wisdom and savvy. If youâve written a book, are writing one or are just thinking about it, you NEED Putting Your Passion Into Print. It will make a marvelous gift for all of your writer or would-be writer friends. Youâll love it.â •â "Susan G. Wooldridge, author of poemcrazy (Three Rivers Press)âs "This book is a must-have! I cannot say enough about how helpful, inspiring and dead-on it is.â •â "Tracy Davis, author of My Husband Ran Off with the Nanny and God Do I Miss Her (self-published) âs I got an agent and a publisher for my book within 3 weeks of submitting the proposalâs "and not a single rejection letter! When would-be authors ask me for advice I send them to the store to buy Putting Your Passion Into Print! Bravo to the authors for a comprehensive guide

to writing, publishing and marketing your book.ââDonna Cutting, author of *The Celebrity Experience: Insider Secrets to Delivering Red-Carpet Customer Service* (Wiley) âI recommend this book to every author I know, at any stage of their careers. Iâm such a vociferous advocate, some of my friends may think Iâm in a cult!ââMelissa Kirsch, author of *The Girlâs Guide to Absolutely Everything* (Workman) âAs a consultant, I make my living by understanding how companies and industries work from the inside out. To succeed as an author, you need an inside-out view of how publishing works. For that, thereâs simply no better guide than *Putting Your Passion into Print*.ââGeoffrey Moore, author of four *Wall Street Journal* and *Business Week* bestsellers, including *Crossing the Chasm* and *The Gorilla Game* (Harper) â*Putting Your Passion into Print* offers aspiring authors refreshingly honest, knowledgeable and detailed advice on not only how to get published, but how to deal with every phase of the publishing process constructively and realistically. Itâs an invaluable resource for anyone who dreams about having his/her book not only published, but published well.ââJamie Raab, publisher, Grand Central âIf youâve ever thought about writing a book, are in the process of writing a book or have written a book and are contemplating another, stop what youâre doing right nowâand buy this book. It contains everything you need to know to proceed, especially how to press your own enthusiasm button.ââSandra Blakeslee, author of *The Unexpected Legacy of Divorce* (Harper Perennial), *Phantoms in the Brain* (Hyperion), and *On Intelligence* (St. Martinâs Griffin)ââThis honest, comprehensive and inspiring book is the best description of the contemporary publishing world that Iâve seen. It should be at the center of every writerâs reference shelf for decades.ââNeal Pollack, author of *Never Mind the Pollacks* and *The Neal Pollack Anthology of American Literature* (Harper Paperbacks, Harper Perennial) âFrom coming up with an idea to promoting the finished book, these insiders tell you what you need to know and inspire you to do itâwith wit, charm and a thorough knowledge of what they write.ââAmy Cherry, editor, W.W. Nortonââ*Putting Your Passion into Print* is a Rosetta Stone for authors, a guide that takes the mystery and uncertainty out of getting your book published. This book takes you inside the publishing industry and reveals what makes it tick. Prospective authors, listen up. This is the definitive manual on taming this lumbering giant. If you want your book to see the light of day, read this one.ââLarry Dossey, M.D., author of *The Extraordinary Healing Power of Ordinary Things*, *Reinventing Medicine* (Three Rivers), and *Healing Words* (HarperOne) ââFinally, a comprehensive, compelling, hilarious and amazingly insightful book about the painful and wonderful world of getting a book published. Itâs as much about passion and teamwork as it is about royalties and advances. I loved it!ââPatrick M. Lencioni, bestselling author of *The Five Dysfunctions of a Team* (Jossey-Bass)âI wish I had had

this book when I started writing for publication. It's got the perfect blend of right-brain creativity and left-brain strategy to help you succeed as an author. —Dr. Betty Edwards, bestselling author of *Drawing on the Right Side of the Brain* (Tarcher) --This text refers to an out of print or unavailable edition of this title.

I bought this book after being lucky enough to work with The Book Doctors one-on-one. I knew from working with them that they know this industry inside out, give great advice, and have a wonderful sense of humor...all of which shone through in this book. If I could only recommend one writing book to an aspiring writer, it would be this one. It's the only one of its kind that I've come across, which covers everything you'll need to know from brainstorming your book to finding an agent to publishing it either traditionally or through self-publishing. First off, this book was enjoyable to read, something I have never said about a how-to book. Their senses of humor come across through the pages, making me smile and even laugh while talking about subjects as mundane as writing a synopsis. So you'll be learning about publishing, AND learning by example how to inject voice into your own writing. Their advice is interspersed with interviews with top level agents, editors, and writers, giving you a well-rounded picture. Some examples of their humor and voice: It helps to have the right guide dog to help you across the street. We are honored to be your dog. You've chosen your venues, set up your profiles, figured out who you'd like to follow and befriend. Now you have to start putting out. Content, that is. On what to look for in critique partners: someone who is nice enough to tell you when you're got a bit of food on your lip without making you feel like a miserable loser. Before I read craft books and how-to books, I tend to drink two cups of tea in preparation for a study session, 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.

I would give a sixth star if that were possible! This is an outstanding resource whether your book is just a dream or if you are already a published author. As the author of some fifteen non fiction books and a series of novels, the first of which is scheduled to appear later in 2015, I found a great deal in this book that is useful. It is a well written gem. Alas at my age (I am not telling!) the long process of main line publishing does not make sense. But on demand publishing by Kindle Direct, Kindle Scout and Createspace are wonderful resources for me. Written in a way that is extremely readable it is also up to date with its discussion of social media marketing and other marketing techniques. And it tells it like it is....and that is that making money publishing your work will take creativity and hard work on your part. No "pie in the sky" in this book as it explains how difficult it can be to get published by main line publishers as opposed to on demand publishers. Anyone who is a writer or considering becoming a published writer would be well advised to have this book on their shelf of references. To see examples of what can be done through and other on demand publishing feel free to peruse some of my books on my author page. Many of these are offered free from time to time and always free for lending on Prime or through Kindle Unlimited. [www..com/author/scottro](http://www..com/author/scottro) Or you can check out my Facebook page at "Fiction and Non Fiction by Robert Scott" If you visit my page a "like" would be appreciated! Yes, this is a shameless promotion on my part...sorry about that. We authors do have to be creative in marketing! But don't let that bit of self promotion discourage you from buying this book. It was recommended to me by a literary agency and I am glad they told me about it ; even if perhaps they were trying to tell me something! In all seriousness 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 luring 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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