

The Essential Guide To Getting Your Book Published How Write It Sell And Market Successfully Arielle Eckstut

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A complete author's toolkit: The guide that demystifies every step of the publishing process. No matter what type of book you want to write—fiction, nonfiction, humor, sci-fi, romance, cookbook, children's book—here is how to take an idea you're passionate about, develop it into a manuscript or proposal, get it published, and deliver it into the hands and hearts of readers. Includes interviews with dozens of publishing insiders—agents, editors, bestesling authors, and booksellers. Real-life success stories and the lessons they impart. Plus sample proposals and query letters, a resource guide, and more. Updated to cover ebooks, self-publishing, digital marketing, the power of social media, and more. This complete author's toolkit includes information on:- locating, luring, and landing an agent - perfecting your pitch - the nuts and bolts of a book proposal - conquering the query letter - finding the right publisher for YOU - four steps to reaching readers online - making Amazon work for you - kickstarting your Kickstarter campaign - the ins and outs of ebooks - 10 things you should have on your author website - turning rejection into a book deal - new frontiers in self-publishing

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 more—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 years' experience as a literary agent (Eckstut) and a book doctor (Sterry), 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.

The Essential Guide to Getting Your Book Published By Arielle Eckstut

"Invaluable to writers of all kinds" Mark Le Fanu, The Society of Authors Written emphatically from the author's point of view, this is an expert guide to the process of getting published, from submitting your work and finding an agent, to working with a publishing house and understanding the book trade. Together with interviews from authors, agents and publishers (including the CEO of Harper Studio, and the Editorial Director of Pan Macmillan) as well as buyers from Waterstones and Asda - this is an expert guide to: * finding an agent or publisher * successful approaches for covering letters and synopses * understanding contractual terms * working with publishers and the editorial process * your role in helping to publicise your work Getting Published will enable you to market your work more professionally, understand the relationship you will have with both agent and publisher and offers a contemporary inside view of the publishing industry. Along with the essential contacts in the Writers and Artists Yearbook, this is a professional tool you will not want to be without.

Not sure how to unlock the next stage in your career? The Essential Guide to Getting Promoted at Work give you the inside scoop for these areas: Busting common myths (i.e., it's only the people who work the most hours that get promoted, it's all about who you know, etc.)How people perceive you (e.g., the impact of your work, your skills, your potential, how you share your successes and failures, etc.)Building strategic (and genuine!) relationships with your manager, your HR team, stakeholders, other leadersUnderstanding how success is measured at your company (goals, wins, etc., and how your work directly aligns with it)Understanding the promotion process, the timeline, who is involved, what criteria is used, and where you stack up on all of the above.How all of this works at small vs. medium vs. large companies and in different industries.Understanding the culture at your company and how it plays into your promotion possibilities.Dead ends, danger zones, and bias: When you need to take a hard look at your situation and potentially leave...and finally, how to use all this to build your own plan for getting a promotion

Presents a guide for aspiring writers on all aspects of getting published, including writing the query letter, getting an agent, signing contracts, working with publishers, assisting in prepub publicity and marketing, and doing book tours.

A comprehensive, updated guide to setting up a monthly budget, tracking expenses, and saving money explains how to take control of daily finances, set goals and priorities, balance income and expenses, and budget for utilities, payments, maintenance, and home improvements, Original. 30,000 first printing.

Cathie Black is the wise, funny mentor that every woman dreams of having. She was a pioneer in advertising sales at a time when women didn't sell; served as president and publisher of the fledgling USA Today; and, in her current position as the president of Hearst Magazines, persuaded Oprah to launch a magazine. In 2006 she was named one of Fortune's "50 Most Powerful Women in American Business" for the seventh consecutive year. Now, in the exuberant, down-to-earth voice that is her trademark, Cathie explains how she achieved "the 360" life—a blend of professional accomplishment and personal contentment—and how any woman can seize opportunity in the workplace. No matter where you are in your career, Basic Black offers invaluable lessons that will help you land the job, promotion, or project you're vying for. At the core of the book are Cathie's candid, personal stories. She walks us through her decision to risk dropping a huge ad agency that handled the USA Today campaign in favor of a small boutique agency run by a wild man. (It was a smash.) She admits that her sometimes brusque style once led to a mutiny of staffers at Ms. (She learned to be more flexible in her managerial style.) She offers a clear-eyed look at what happened during the twenty-eight months between the launch and the close of the much-buzzed-about Talk magazine. And throughout, she offers fascinating glimpses of media and business personalities, such as Rupert Murdoch, Tina Brown, Frank Bennack, Vic Ganzi, former CosmoGirl! editor Atoosa Rubenstein, Bonnie Fuller, and the legendarily difficult Al Neuharth, founder of USA Today. Above all, Basic Black is motivating. It provides a close-up look at the keen judgment, perseverance, and optimism that have propelled Cathie Black to the top of her game, along with the kind of straight-up practical advice you get in a one-on-one session with a career coach. You'll find out how to handle job interviews, which rules to break, and why you should make your life a grudge-free zone. Equally important, you'll be inspired to pursue your passions and achieve your very best.

Essential DIY Guide to Home Décor and Home Staging "...a must-read when selling your home. This book is a beautiful tutorial that will help you sell your home faster." ?Cassandra Aarssen, professional organizer and author of The Clutter Connection #1 New Release in How-to & Home, House Plans, and Project Management Are you overwhelmed by the idea of home staging? Don't know what to do or where to start? In Secrets of Home Staging, award-winning home stager, Karen Prince, guides you through the home staging process with easy home décor ideas, design tips, and advice on how to stage your home to sell. Home staging made simple. Secrets of Home Staging isn't just an indispensable guide for the everyday homeowner, it's also geared to realtors and those committed to real estate investing and flipping houses. With potential home buyers pre-shopping homes online and dismissing many of them in as little as three seconds, it is essential your home is staged to look its best. Secrets of Home Staging helps you navigate the home staging process with an easy-to-follow guide. For fans of Joanna Gaines and the real estate world. No matter what your house plan, Secrets of Home Staging offers home interior design advice and tools you need to make your home look great online and in-person. Featuring over 150 color photos, and many practical house interior design tips, Karen gives home sellers everything they need to receive more offers, faster sales, and higher selling prices. Inside you'll find before-and-after photos and information on easy DIY home improvements that buyers love, project management tips, and: • The 6 steps to successful home staging • Decluttering and decorating ideas that sell • How to determine your "key" rooms If you enjoy real estate books, interior design books, or home decor books?like Elements of Style, Home Body, Life Changing Magic of Tidying Up, Habitat, Inspire Your Home, or The Book on Flipping Houses?you'll love Secrets of Home Staging.

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