



The Essential Guide to Getting Your Book Published: How to Write it, Sell it, and Market it - Successfully

By Arielle Eckstut, David Henry Sterry

Workman Publishing. Paperback. Book Condition: new. BRAND NEW, The Essential Guide to Getting Your Book Published: How to Write it, Sell it, and Market it - Successfully, Arielle Eckstut, David Henry Sterry, Written by experts with thirteen 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, develop marketing and publicity savvy, and, if necessary, self-publish. There's new information on how to build up a following (and even publish a book) online; the importance of a search-engine-friendly title; producing a video book trailer; and e-book pricing and royalties. Includes interviews with hundreds of publishing insiders and authors, including Seth Godin, Neil Gaiman, Amy Bloom, Margaret Atwood, Larry Kirshbaum, Leonard Lopate, plus agents, editors, and booksellers; sidebars featuring real-life publishing success stories; sample proposals, query letters, and a feature-rich website and community for authors.



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