So You Want to Publish a Book
Don’t Do It
It Can Be Done

STEAL LIKE AN ARTIST
In the spirit of the idea that everyone is a creative person, Austin Kleon

THE BACK OF THE NAPKIN
Solving Problems and Selling Ideas
by Dan Roam

THE WILLPOWER INSTINCT
How Self-Control Works, Why It Matters, and What You Can Do to Get More of It
by Kelly McGonigal, Ph.D.

Inside Steve’s Brain
by Jennifer Calvo

HOW TO BE INTERESTING
It’s to Some Slip
by Jessica Hagy

100
How the Coming Age of Sorority Will Change Careers, Relationships, Family, and Faith
by Sonia Arrison

PLACES TO GO
THINGS TO DO
Author

Reader

Agent

Editor

Publicity

Sales

Retailer
1. All Publishing is Self Publishing

2. Get Famous First

3. You Are CEO of Your Own Multimedia Empire
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積ん読
Tsundoku
Know Thyself

Non-fiction or
Fiction or
Memoir

Work of Art or
‘One-Pound Business Card’
Book Proposal = Business Plan
Substance

• Detailed Table of Contents
Substance

- Detailed Table of Contents

- Sample Chapter(s)
Sizzle

• Target Readers
Sizzle

• Target Readers
• About the Author
Sizzle

• Target Readers
• About the Author
• Comparable Titles
Sizzle

• Target Readers
• About the Author
• Comparable Titles

• Marketing & Publicity Plan
Fiction & Memoir

• Finish the full manuscript

• Get – and give – feedback

• Be part of a community
Commercial presses

Academic presses

Direct publishing
“Writing a book is a horrible, exhausting struggle, like a long bout of some painful illness. One would never undertake such a thing if one were not driven on by some demon...”

– George Orwell
PublishersMarketplace.com
PublishersWeekly.com
JaneFriedman.com
“Book Proposal Bootcamp”
twliterary.com/ignite