

How to Write a How-to Danny Bernstein and Malcolm Campbell

North Carolina Writers Network – Fall 2009 Conference

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Getting a publisher

Query Letter to Publishers

- One page to get publishers interested in your proposal
- Finish with “I’d like to send you my proposal”
- Sent by email or snail mail

Book Proposal

Introduction

- Who are you? (bio and your expertise)
- Competition
- Readership and target audience
- Marketing plan
- Two to three chapters or several examples
- Photos

10 ways to Build your Writing Platform

1. Create your own website with blogs, forums, newsletters, and photos.
2. Blog or write for an established website.
3. Figure out what your specialty or niche is. Then build your writing platform around that.
4. Give talks about your specialty in schools, churches, libraries, or local groups.
5. Teach classes or offer workshops.
6. Offer products or services related to your niche.
7. Participate in online communities and forums, focusing on building your writing platform.
8. Sell or donate articles or bits of book chapters to magazines, newspapers, or newsletters.
9. Hire a book publicist.
10. Plug into an established series. For example, tailor your book idea to fit the *Chicken Soup* series, or the *Dummies* line.

Modified from *Author 101 Bestselling Book Proposals: The Insider's Guide to Selling Your Work*.