

How to

PLAN & PREPARE

your

BUSINESS BOOK

for a successful publishing deal

Mary Cummings
UK Ghostwriter

1 - RESEARCH THE MARKET

You'll need to sell your idea to a publisher. Is there a gap in the market for your book? Does it have a unique angle? Think "who cares, and why?"

2- CONCEPT & OUTLINE

Flesh out the concept of your book and create an outline.

Create Evernote Files to organise and collate chapters plus content ideas as they come to you.

3 - RESEARCH PUBLISHERS

Check which publishers are in the market for your idea. You'll waste their and your time if you pitch to the wrong publisher.

4 - PREPARE YOUR BOOK PROPOSAL

*Use your outline to create at least
2 x sample chapters and an
overview of proposed contents.
You'll also need a marketing &
promotion plan, a competitor
analysis, your bio & platform.
(Check publisher's guidelines)*

4- SEND TARGETED QUERY LETTERS

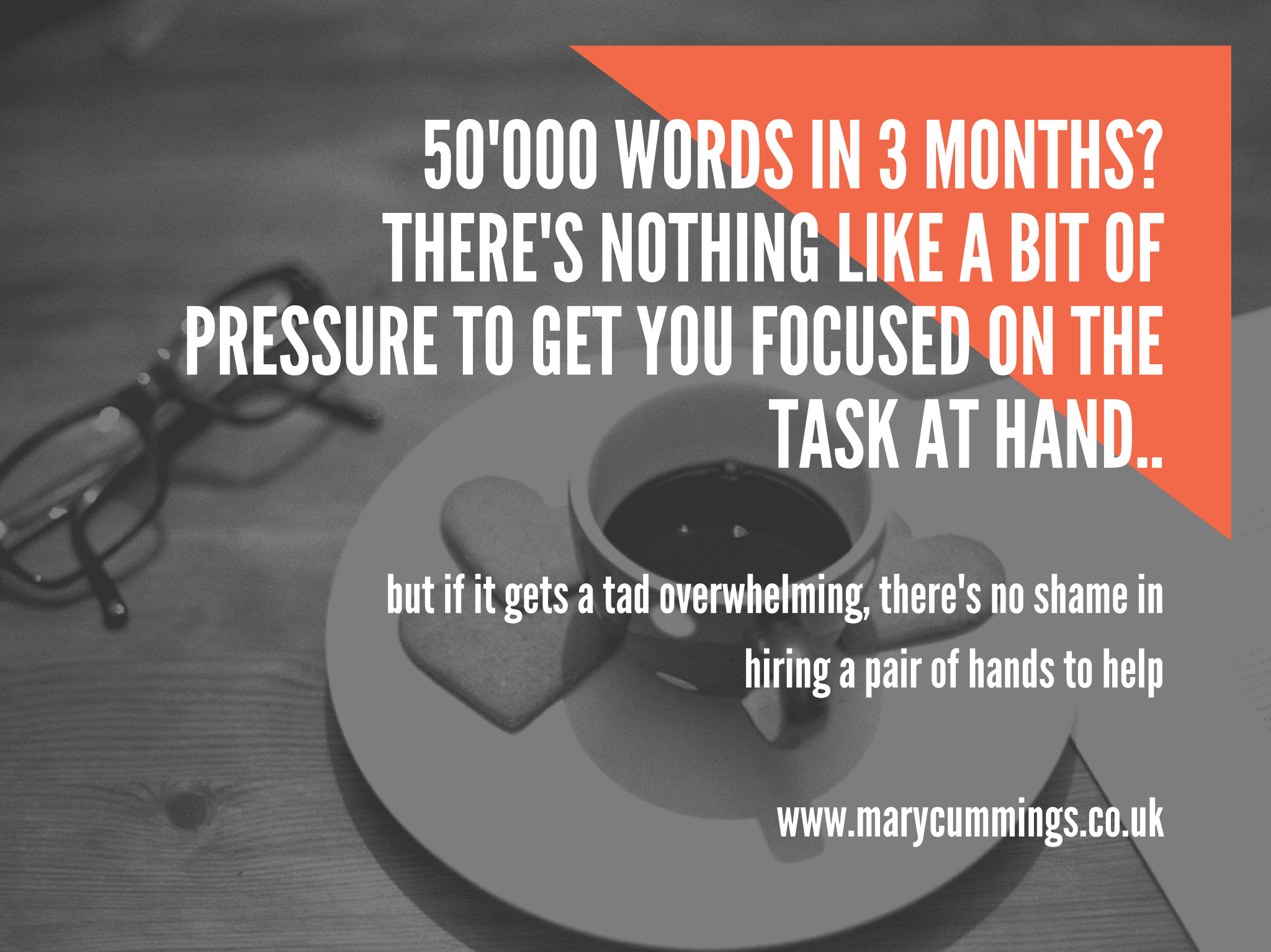
Send out your book proposal with a brief, informative query letter. Be sure to target it to specific publishers and tweak as necessary.

5 - CONSIDER POTENTIAL OFFERS

Don't give up if you get the odd rejection letter. Improve your proposal where necessary and resubmit elsewhere. Don't jump at the first offer either - hire an agent to make sure you get the best offer.

5 - GET BUSY WITH WRITING YOUR BOOK

Head down and get busy. Your publisher will give you a deadline - a tight one. You WILL have to create a miracle.



**50'000 WORDS IN 3 MONTHS?
THERE'S NOTHING LIKE A BIT OF
PRESSURE TO GET YOU FOCUSED ON THE
TASK AT HAND..**

but if it gets a tad overwhelming, there's no shame in
hiring a pair of hands to help

www.marycummings.co.uk