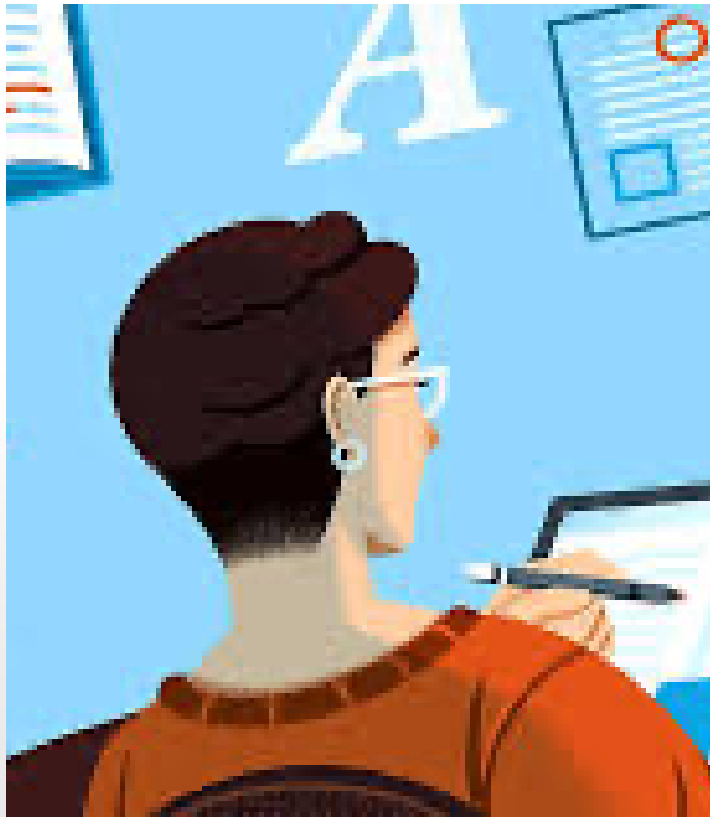




HOW TO GET THE EDITORIAL HELP YOU NEED

8 STRATEGIES FOR A
STRONGER NONFICTION
BOOK

I: DISCARD YOUR EGO

Your authority makes you both the best and least qualified to write your book.

Your knowledge alone does not make a good book.



2: WHAT'S NEW...REALLY...

There are likely already 101 books out there on your topic. Just saying something is your approach means little. So, what means a lot? When you say, “This is what the 101 other books on the topic missed.”



3: LET OTHERS FIGURE OUT YOUR APPROACH

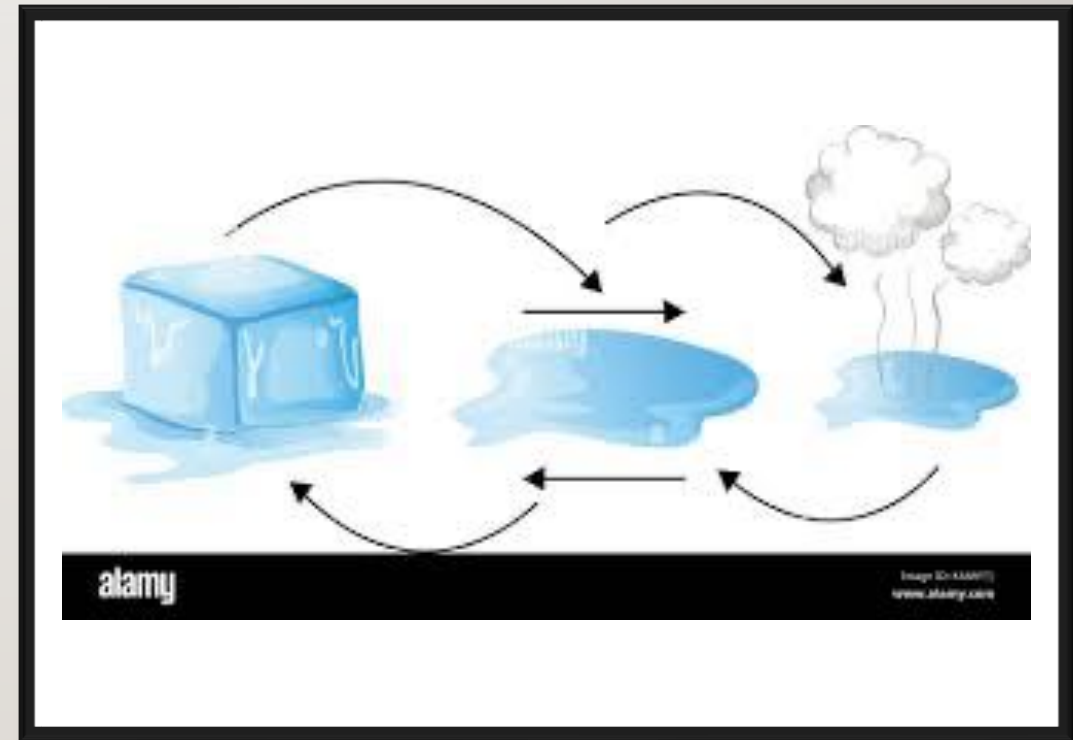
Companies, organizations, advertisers, governments, and lawyers all use “focus groups” – why don’t authors? Why don’t you?



4: A WORKSHOP OR CLASS IS NOT A BOOK (NEITHER IS YOUR GRADUATE THESIS)

Water can change form to a gas or solid (and vice-versa). The same does not apply for books.

Don't try to multipurpose one into the other.



5: DON'T WRITE OUT THE WHOLE THING FIRST

Best case scenario: You'll need to re-write huge chunks of the work and re-work other areas.

More realistic scenario: You'll need to re-do the whole thing from the ground up and will realize you've wasted six to twelve months of labor



6: DON'T ASK COLLEAGUES, FAMILY, AND FRIENDS WHAT THEY THINK

Great feedback won't come from people who think the same way you do.

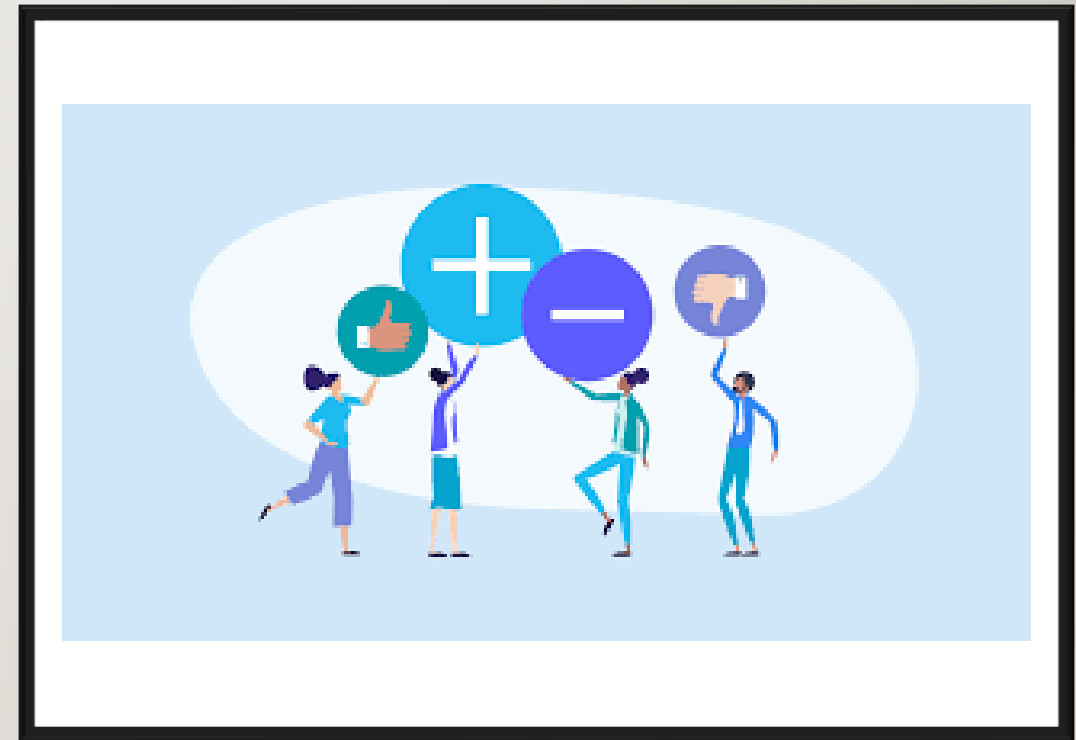
Go show your work to someone you don't agree with (but respect)...like an editor.



7: WHEN ASKING FOR FEEDBACK, USE GUIDING QUESTIONS THAT ACTUALLY HELP YOU

Everyone's a critic.

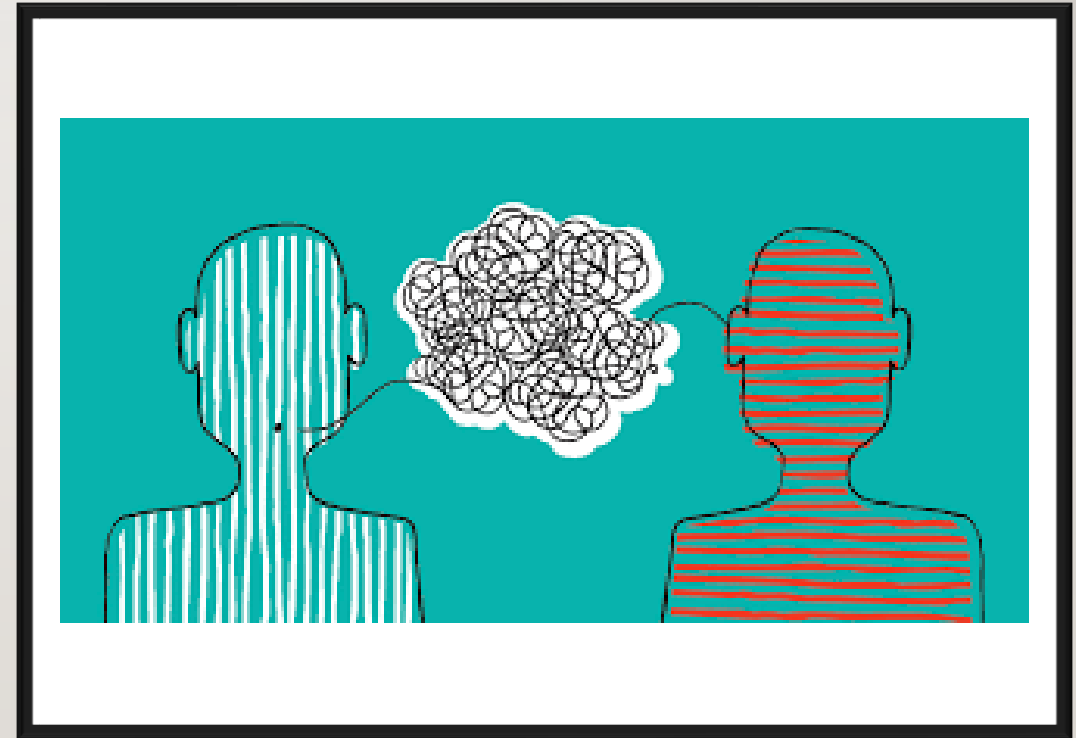
But make them productive critics by phrasing your feedback questions in ways that work for you.



8: ASK FOR THE EDITOR YOU WANT

The right partnership produces great results, but sometimes authors are afraid to ask for what they want.

It's your damn book – insist on what works for you. Your book will thank you.





SO, THE EIGHT THINGS TO KEEP IN MIND:

1. Check Your Ego.
2. Find Your Compelling New/Different.
3. Let Others Help You Figure Out What You Want to Write About.
4. Don't Try to Make a Book Out of a Workshop/Class/Thesis.
5. Don't Write Out a Whole Draft First.
6. Get (Truly) Objective Feedback.
7. Ask for Feedback the Right Way.
8. (Really) connect with Your Editor.

QUESTIONS?

CONCERNS?

ABUSE?

