



## Write the Perfect Book Proposal: 10 That Sold and Why, 2nd Edition

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By Herman, Jeff

Wiley, 2001. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Preface to the Second Edition. Acknowledgments. Introduction. ALL ASPECTS OF THE PROPOSAL-AND SOME ADVICE THROWN IN. The Concept: Shaping Your Idea. The Title: Creating an Image. The Overview: Writing Power Paragraphs. The Markets Section: Who Will Buy Your Book? The Competition Section: What else Is Out There? The Promotion Section: What Can You Do to Help Your Book Sell? The Author Background Section: Presenting Yourself in Your Best Light. The Outline: Getting It Organized and Making It Persuade. The Sample Chapter: Proving You Can Do the Job. What About Fiction?: The Art and Science of Selling Fiction. Writing Memoir and Narrative Nonfiction. Query Letter, Submissions, and Sage Advice. 10 PROPOSALS THAT SOLD-AND WHY. Proposal 1. 10 Habits of Naturally Slim People.And How to Make Them Part of Your Life. Proposal 2. How to Get Clients: An Easy and Practical Program to Build Your Business. Proposal 3. Black Roots: A Beginner's Guide to Tracing the Family Tree. Proposal 4. How Saturn Reinvented the Customer Loyalty Wheel: "No Hassle" Steps ANY Business Can Use! Proposal 5. The Creativity Toolbox. Proposal 6. In the Beginning . A...



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