



Publishing 101: A First-Time Author's Guide to Getting Published, Marketing and Promoting Your Book, and Building a Successful Career

By Jane Friedman

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Publishing 101: A First-Time Author's Guide to Getting Published, Marketing and Promoting Your Book, and Building a Successful Career By Jane Friedman

Whether you've finished a manuscript or just have the seeds of an idea, learn how to smartly approach editors and agents with your work, while avoiding the pitfalls of first-time authorship.

Experienced editor and publisher Jane Friedman offers insights from more than 15 years of working on both sides of the desk, and offers step-by-step advice on:

- evaluating the commercial potential for your work
- finding and approaching editors and agents professionally
- preparing query letters and book proposal materials
- marketing and promoting your work effectively
- protecting your rights and avoid infringing on others' rights, and
- understanding the self-publishing and ebook market—and if it's the right path for you.

PUBLISHING 101 describes the dramatic changes underway in the publishing industry, as ebook sales increase and physical bookstores decrease in number. These changes affect how authors get book deals—meaning you need to be prepared to adapt to a risk-averse industry during a time of uncertainty.

Avoid frustration—don't embark on the submission process without being fully educated about how the industry works. You'll better focus your time and energy, increase your chances of success, and learn to decipher the language of industry professionals.

Table of Contents

Introduction: The Dirty Secret About Writing Advice

Chapter 1: The Psychological Battle

Chapter 2: Are You Ready to Face the Business of Publishing?

Chapter 3: A Few Words on Craft
Chapter 4: How to Get Traditionally Published
Chapter 5: Understanding the Self-Publishing Path
Chapter 6: The Basics of Author Platform
Chapter 7: Marketing and Promotion for New Authors
Chapter 8: Author Websites and Blogs
Chapter 9: The Key Principles of Online Marketing and Social Media
Chapter 10: Rights and Legal Issues
Chapter 11: Advice on the Writing Life
Chapter 12: The Future of Publishing

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