

# Your Book Publishing Coach Newsletter

*The insider's guide to writing,  
publishing, and making money with information products*

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## \*\*\*\*\* QUOTES OF THE MONTH \*\*\*\*\*

### **On Perseverance**

"Look at a stone cutter hammering away at his rock, perhaps a hundred times without as much as a crack showing in it. Yet at the hundred-and-first blow it will split in two, and I know it was not the last blow that did it, but all that had gone before." --Jacob A. Riis

"Perseverance is the hard work you do after you get tired of doing the hard work you already did." --Newt Gingrich

"Keep on going, and the chances are that you will stumble on something, perhaps when you are least expecting it. I never heard of anyone ever stumbling on something sitting down." ---Charles F. Kettering

"Consider the postage stamp: its usefulness consists in the ability to stick to one thing till it gets there." --Josh Billings

"It's not that I'm so smart, it's just that I stay with problems longer." --Albert Einstein

"Vitality shows in not only the ability to persist but the ability to start over." --F. Scott Fitzgerald

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## Should You Talk about Your Book Idea?

There are two schools of thought on this.

One is that you should *never* talk about your book idea. There are two reasons for this viewpoint. One is that if you talk too much about your book, you will dissipate the energy it takes to actually write your book. The other is that if you talk about your book and get negative feedback, it could discourage you from writing it as well.

Better to just keep your ideas to yourself, this perspective says, and focus on writing.

The other side of this debate says that you should talk about your book idea to people. How else can you test if anyone will be interested in your idea or not? Why waste so much time and energy writing something nobody will want to read, and nobody will ever publish?

Which side is right?

Well, both are right, to an extent. At least, I'll tell you my perspective from 28 years in publishing as an author and editor.

First, whether you should talk about your book or not depends in large part on what kind of person and writer you are. Extraverts—people who are outwardly focused and who get their energy from interacting with people—probably must talk to people. Often, these kinds of writers don't even know what they think unless they do talk things out and get feedback.

The important thing here is: Choose carefully the people with whom you share your ideas. Make sure they are 1) your intended audience and 2) the kind of people that tend to be supportive. Don't go to the "naysayers" who like to shoot down most of your ideas anyway. In fact, make a vow never to mention your book idea to *anyone* who tends to be negative about your ideas.

Introvert writers get their energy from their inner world, from reflection and solitude. They may be particularly sensitive to criticism. They often need time to mull and ponder their ideas to develop them fully.

They need to do this pondering *alone*. If they present their ideas too early, someone may rightly point out flaws, which will cause the Introvert writer to doubt and second-guess him or herself, and perhaps abandon the project as unworthy after all. The energy for the project will ebb away, and the writer won't know why he or she has lost interest.

If you're an Introvert writer, develop your ideas until you have a good feel for the overall *shape* of your book. When you do talk about it (and you must, eventually), be very careful to whom you reveal it. Again, choose someone who is supportive and who would be the intended audience.

Another factor that affects the answer to this question has to do with whether you tend to be what I call a "structure" writer or a "discovery" writer.

A structure writer is someone who likes to plan what to say ahead of time. These writers outline things and gain energy and ideas from doing so. They like to make a plan and then work their plan.

These kinds of writers will also benefit from talking about their ideas with people. Of course, you always want to follow the two rules—only talk to people who you know would be interested in the topic, and people who are generally positive and supportive of you. Nevertheless, structure writers usually welcome new ideas and feedback and can easily see where to put them into the overall book plan.

"Discovery" writers, on the other hand, take great pleasure in the story or ideas unfolding as they write. If the story is told too often, or the ideas hashed and rehashed verbally, they tend to lose interest in and energy for the project.

These kinds of writers *should not* talk about their book ideas too soon. They need to lay the groundwork that I discuss in "Jump Start Your Book: 12 Questions You Must Ask Before You Write Your First Word"—every writer does—but they should not plan the actual book or story content too thoroughly.

Here's where the Extravert/Introvert factor also comes in. Introvert discovery writers are the only kinds of writers who should write their rough drafts before they ever talk about the book to anyone. Extraverted discovery writers may need to talk their ideas out as they go, but the key here would be for them to *get it down* on paper as they go.

Discovery writers need to "get it out," one way or the other. Though I believe that most people waste their time writing a book too early (before laying the necessary groundwork), some people enjoy the writing process so much that for them it's a wonderful form of recreation, and I say do it!

Just know that there is an inherent danger here: Once you write the first draft, before any kind of feedback at all, you can become so attached to your book that you are closed to the feedback you do need to know if you've communicated or not. This problem comes up especially with fiction authors. Their challenge is to force themselves to be open to the feedback they must have if they want a publishable and salable book.

So the answer to the question, “Should you talk about your book?” depends on knowing what kind of writer you are. If you’re not sure, contact me. Part of my coaching involves helping you discover your particular strengths as a writer and working with them, rather than fit yourself into a box based on what works for someone who (who may be quite different from you).

\*\*\*\*\***JUMP START YOUR BOOK**\*\*\*\*\*

Are you ready to start your book, eBook or information product NOW? Why wait another moment? Go to <http://www.WordsToProfit.com/JumpStartYourBook.html> and find out the 12 questions you must ask before you write your first word. Within a week you can start your book the right way, saving you hours, months, even years of wasted time and ensuring your book will be salable.

Here’s only part of what Dave Jacobs from High Ridge, Missouri had to say about Jump Start Your Book: 12 Questions You Must Answer Before You Write Your First Word:

*“I consider Jump Start Your Book to be a good value. What I got out of it was clarity. Many of the issues JS brought up were sort of fuzzy thoughts floating around that back-burner neighborhood of my mind. JS helped me focus on questions that need attention but are not directly related to the writing itself. I have a friend who just self-published a book. He had a terrible time getting it done, probably because he hadn't thought about some of these issues.”*

When you get Jump Start Your Book, you'll get a 51- minute recorded coaching session which contains much more detail on how to create an information product from scratch. Plus another bonus—a coaching session with me as a follow up.

Go now to <http://www.WordsToProfit.com/JumpStartYourBook.html> for details.

\*\*\*\*\***INSIDER’S TIP**\*\*\*\*\*

## **Research Your Market—from Your Computer**

I firmly believe you should not write a book or create any information product until you know there’s an audience out there.

But how do you know for sure people will be interested in your idea? Especially if you’re an Introvert and/or Discovery writer who, I just told you above, should *not* talk about your book much, if at all, before you write it?

There’s a really cool way to find out, using the Internet. Here are the steps:

1. Go to <http://www.overture.com>. Click on [Visit the Advertiser Center](#) .

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2. On that Resource Center page, click on "[Keyword Selector Tool](#)."
3. Type in a keyword or key phrase (phrases are better) that someone might use to find your book. For instance, if I wanted to write a book on how to write and publish a book, I would type in "write a book." The tool will bring up how many people searched on the Yahoo search engine (Yahoo bought out Overture) in the past month.

In this example, 8215 people searched for this term. It also gives additional, related terms. For instance, 1422 people searched for "write a children's book," 670 plus 268 people searched for something on writing a book proposal, etc. Note that these other phrases are in addition to the 8215 people who searched for "write a book." I would also key in "publish a book" to find that 5676 + searched for this and related terms. I'd learn the specific sub-categories of books that were most popular (children, cookbooks, poetry, Christian, etc.).

Pop quiz: If I were to create a web site for such a book, which key words would I put in the web site "metatag" so that search engines would find my site? Answer: all the key ones that are relevant to my web site content—and no more.

Do you see how powerful this tool is?

By the way, if you don't know what a "metatag" is, ask a web master. Or email me: [diane@yourbookpublishingcoach.com](mailto:diane@yourbookpublishingcoach.com). I know a lot about Internet marketing, and it's almost always part of my coaching clients' strategy.

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### **Get Your Questions Answered ... Especially about Book Proposals**

If you have a question for Diane about writing, publishing and/or promoting a book, send your question to [questions@WordsToProfit.com](mailto:questions@WordsToProfit.com).

On September 12, 2006 I taught a class on writing winning query letters and book proposals with Suzanne Lieurance for the University of Masters. I may eventually make that recording available, but for now if you want to hear it, you need to join at the web site ([www.universityofmasters.com](http://www.universityofmasters.com)).

If you want to secure a publisher for your book, you absolutely need a great book proposal.

I will be taking your questions on writing book proposals for an upcoming teleseminar, so send your questions to me at the email address above. Or, visit the blog at [www.yourbookpublishingcoach.com](http://www.yourbookpublishingcoach.com) and submit your questions there. (If it's not up yet, sign up for my blog and you will be notified when it is.) Look for "What's Your Question about Writing a Book Proposal that Sells?"

\*\*\*\*\*RESOURCES\*\*\*\*\*

## **Book Proposals that \$ell: 21 Secrets to Speed Your Success**

Speaking of book proposals, my friend W. Terry Whalin has written a book on this topic that you will find useful if you plan to seek a book publisher. Terry gives you an inside glimpse into how publishing decisions are made (he is an acquisitions editor as well as an author himself of several books).

He then gives 21 secrets, all of them right on, for how to write a nonfiction proposal that will likely attract an agent and/or publisher. In the final section, he gives useful resources, includes a very useful checklist, and shows a sample proposal that sold for a six-figure advance (note: I think the advance was that high because it was sold at the height of the Promise Keeper movement), along with one publisher's guide to writing a winning book proposal.

All in all, this is a useful guide, though I have always gone beyond what is here (which is probably why I have sold all the books I've ever proposed). [Book Proposals that Sell](#) is a great companion for my own [Jump Start Your Book: 12 Questions You Must Answer Before You Write Your First Word](#).

Terry also has a great blog, to which he posts often about various aspects of the writing life. Check it out at <http://terrywhalin.blogspot.com>.

\*\*\*\*\* ON THE BLOG \*\*\*\*\*

### **Here's what was covered in the past few weeks on my blog:**

- How I got three publicity exposures in one week, and how you can, too
- Links to a great blog on writing, especially if you're in the Christian market niche
- A simple tool that I've used for the past year to get more done than I ever thought possible
- Links to the teleseminar I did on publishing trends for Annie Jennings PR, the Daily Herald article on my Words to Profit business, and the Midday Connection national radio show that I did on MotherStyles with Janet Penley, and the *Chicago Sun-Times* story on Maria Veloso.
- How to build a media-friendly site

If you missed anything, go here now: <http://yourbookpublishingcoach.com>.

While you're there, why not subscribe so you won't miss a thing? I post more often to the blog, mentioning resources and ideas that come up between newsletters. Some things, such as teleseminars I hear about that I think would interest you, are time sensitive. So do sign up and check things out.

### What's in the works:

- Part 2 of “Costly Book Cover Mistakes”
- Update on what's happening with Maria Veloso (hint: It's very exciting)
- More reviews on resources you need to know about
- How to conquer email overload
- News of anything that comes my way you should know about

### \*\*\*\*\* CASE STUDY \*\*\*\*\*

## Update on Maria Veloso

In the [last newsletter issue](#), I wrote up a Case Study of what Maria Veloso has done to market her novel, [Midwinter Turns to Spring](#), since she self-published it last November. Maria was one of my early coaching clients, and her story is remarkable as it unfolds day by day.

I won't go into all the details now (you can read the story in my blog), but the update is that now both Random House and HarperCollins have expressed keen interest in picking up publishing rights, in addition to Time Warner and Simon & Schuster, who had already expressed interest. So, four out of the top six conglomerate publishers are now considering making an offer. Maria had attracted one of the top agents in the industry, Larry Kirschbaum, who is leaning on the publishers to “make a grand offer that will sweep us away,” as he said to Maria.

These publishing folk are no fools. Larry recognized and capitalized on Maria's marketing genius, telling publishers that "Maria is an absolute genius at on-line promotion and she is an elegant, charismatic and passionate woman who can make things happen." (Since I know her personally, I can vouch for the truth of that—it's no hype.)

The publishers are responding, saying things like, "Maria sounds fantastic--I love authors like her, wow!"

Note that from the beginning, when Maria self-published her novel, that she took full responsibility for promoting it. It will probably pay off in spades (or should I say, dollar signs). A good book might convince a publisher, but a good book plus creative and powerful marketing will *always* make a publisher take notice.

(I can't resist adding that I told Maria from the very beginning, when the first editor called her about picking up her book, that the publishers should be falling all over themselves to sign her up, not only because her book is good, but because of what they can learn from her about marketing books. She gave me permission to say, “I told you so!” I love being prescient! ☺)

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Stay tuned for more on this “best-seller in the making” story....

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