



30 Days to a Successful Book: Your Guide to Crafting a Book (or Book Proposal) That Sells

Karen Risch, Vicki St. George

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This self-study guide gives you a series of questions to answer in writing, and then you use what you've developed to craft a knockout non-fiction book proposal. Or, if you intend to self-publish, then you'll have what you need to create a solid, executable writing and marketing plan. If you're committed to it, you can absolutely complete in 30 days, but you're invited to go at your own pace. The authors understand that the prospect of writing, publishing, and marketing non-fiction can feel overwhelming. That's why this guide contains only questions and brief tips for answering them. Each one is intentionally spare to avoid leading you into the trap of over-thinking, over-explaining, and getting stuck. Of course, you must think! But this book steers clear of the nonessentials, and by answering these 30 questions, you'll nail the most important elements. This can

- help you land a savvy literary agent who can get you a favorable deal,
- make the difference between signing a publishing contract and receiving a rejection letter, and
- help you write a solid book that people will want to buy and read.

Start to finish, *30 Days to a Successful Book* takes you from your first ideas about writing a book to the reality of creating one that can be a success. It's delivered in three parts, "Your Audience and You" (message, titling, positioning, etc.), "The Business of Books" (promotion, platform, competition, printing/publishing, etc.) and "Your Plan for Success" (putting it all together into a compelling proposal or plan).

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