

How to find a publisher and write your nonfiction book.

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how to devise,
write and sell your
non-fiction book

Suzan St Maur

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Typeset in Georgia

Deciding whether or not to write a non-fiction book

With non-fiction books the question of whether or not to write one has to be a business decision. It needs to be taken in the same way as a decision to introduce a new product or service. With nearly all non-fiction (and fiction too, up to a point) there is usually room for a good new book on the market, provided it's likely to attract a substantial group of readers because:

1. It's about something entirely new and very interesting that no-one has written about before, or...
2. It's about something that's not new, but to which you contribute something entirely new and very interesting

If you are going to find a publisher to do your book you will need to write some very convincing proposals about your concept, along the lines of these two points. Even if you decide to go the self-publishing route you still need to fulfil either of those points. That's because when you come to market your book, you will need to be able to convince the distributors – and of course the potential purchasers – that your book is worth stocking and buying.

Whatever happens be brutally honest with yourself, because if you aren't, a potential publisher – and potential readers – certainly will be. If the answer is still “yes,” then go ahead ... and good luck!

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