



The Essential Guide to Getting Your Book Published: How to Write It, Sell It, and Market It . . . Successfully

By Arielle Eckstut, David Henry Sterry

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Now updated for 2015!

The best, most comprehensive guide for writers is now revised and updated, with new sections on ebooks, self-publishing, crowd-funding through Kickstarter, blogging, increasing visibility via online marketing, micropublishing, the power of social media and author websites, and more—making *The Essential Guide to Getting Your Book Published* more vital than ever for anyone who wants to mine that great idea and turn it into a successfully published book.

Written by experts with twenty-five books between them as well as many years' experience as a literary agent (Eckstut) and a book doctor (Sterry), this nuts-and-bolts guide demystifies every step of the publishing process: how to come up with a blockbuster title, create a selling proposal, find the right agent, understand a book contract, and develop marketing and publicity savvy. Includes interviews with hundreds of publishing insiders and authors, including Seth Godin, Neil Gaiman, Amy Bloom, Margaret Atwood, Leonard Lopate, plus agents, editors, and booksellers; sidebars featuring real-life publishing success stories; sample proposals, query letters, and an entirely updated resources and publishers directory.

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The best, most comprehensive guide for writers is now revised and updated, with new sections on ebooks, self-publishing, crowd-funding through Kickstarter, blogging, increasing visibility via online marketing, micropublishing, the power of social media and author websites, and more—making *The Essential Guide to Getting Your Book Published* more vital than ever for anyone who wants to mine that great idea and turn it into a successfully published book.

Written by experts with twenty-five books between them as well as many years' experience as a literary agent (Eckstut) and a book doctor (Sterry), this nuts-and-bolts guide demystifies every step of the publishing process: how to come up with a blockbuster title, create a selling proposal, find the right agent, understand a book contract, and develop marketing and publicity savvy. Includes interviews with hundreds of publishing insiders and authors, including Seth Godin, Neil Gaiman, Amy Bloom, Margaret Atwood, Leonard Lopate, plus agents, editors, and booksellers; sidebars featuring real-life publishing success stories; sample proposals, query letters, and an entirely updated resources and publishers directory.

The Essential Guide to Getting Your Book Published: How to Write It, Sell It, and Market It . . . Successfully By Arielle Eckstut, David Henry Sterry **Bibliography**

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Editorial Review

Review

Praise for *The Essential Guide to Getting Your Book Published**

“A must-have for every aspiring writer . . . Thorough, forthright, quite entertaining.”

—Khaled Hosseini, bestselling author of *And the Mountains Echoed* and *The Kite Runner*

“Before you write your own book, read this one. Arielle Eckstut and David Henry Sterry understand the process of publishing—their advice will help you envision and frame your work so that publishers will be more likely to perceive its value.”

—Jonathan Karp, president and publisher, Simon & Schuster

“I started with nothing but an idea, and then I bought this book. Soon I had an A-list agent, a near six-figure advance, and multiple TV deals in the works. Buy it and memorize it. This tome is the quiet secret of rock star authors.”

—Timothy Ferriss, bestselling author of *The 4-Hour Workweek*

“There is no way I would have landed a book deal without these two brilliant industry pros and their insider knowledge! This is not a mere guide. Eckstut and Sterry have—chapter and verse—written the bible for would-be authors of every stripe and genre.”

—Ylonda Gault, author of *Child, Please: How Mama’s Old-School Lessons Helped Me Check Myself Before I Wrecked Myself*

“I cannot emphasize enough how well this book prepared me for the path to getting published. It warns writers about inevitable ups and downs, but it kept me from having to learn about the publishing world through frustrating trial and error. It also provided much-needed encouragement through some initial rejections. Now that my book is published, I’ve run into many people wanting to know how the whole thing works, and I always refer them to this book.”

—Roxanna Elden, author of *See Me After Class*

“This is the book that has helped me every step of way in writing, marketing, and publishing my first book. Any time I had a question—whether it was about working with my editor, agent, or publicist—I knew where I could find the answer. My copy has been earmarked, bookmarked, highlighted, annotated, and loved. Arielle and David are the best guides around if you are looking to get your book out in the world. And as a bookseller, I love putting *The Essential Guide* in the hands of writers and aspiring authors. I know that I’m giving them the best possible resource for understanding the ever-changing publishing landscape.”

—Melissa Cistaro, author of *Pieces of My Mother: A Memoir*

“This is a terrific book. It’s practical, it’s fun to read, and it totally demystifies the publishing process. Whether you are just setting out to write a book, or already have several published books under your belt, you will find this an invaluable resource. There is no doubt in my mind that it will become a standard of the industry, sitting right alongside *Writer’s Market* and *The Chicago Manual of Style*. (And let me tell you—it’s a much better read than either of those books could ever dream of being!)”

—Rick Beyer, author of *The Greatest Stories Never Told Series*

“We had been working on our first project for several years, on our own, and struggling without any guidance. We were really discouraged by the entire process. Without *The Essential Guide to Getting Your Book Published*, we’d still be stuck in literary limbo. Now, with two books published, we’re working on our third!”

—Ayesha Mattu and Nura Maznavi, authors of *Love, InshAllah: The Secret Love Lives of American Muslim Women* and *Salaam, Love: American Muslim Men on Love, Sex, and Intimacy*

“Once I ratcheted up the nerve to self-publish my first novel, I realized there were two ways to do it: Close my eyes, hold my breath, and hit the publish button, or learn everything I needed to know to do it professionally and successfully. I opted for the latter, bought *The Essential Guide to Getting Your Book Published*, and read it from cover to cover. Then I rolled up my sleeves and got to work. As a result, my book hit #1 on Amazon’s commercial fiction list.”

—Eva Lesko Natiello, author of *The Memory Box*

“[*The Essential Guide to Getting Your Book Published*] offers aspiring authors refreshingly honest, knowledgeable, and detailed advice on not only how to get published, but how to deal with every phase of the publishing process, constructively and realistically. It’s an invaluable resource for anyone who dreams about having his/her book not only published, but published well.”

—Jamie Raab, publisher, Grand Central

“From coming up with an idea to promoting the finished book, these insiders tell you what you need to know and inspire you to do it—with wit, charm, and a thorough knowledge of what they write.”

—Amy Cherry, editor, W. W. Norton

* Previously published as *Putting Your Passion into Print*

Review

Praise for the First Edition of *The Essential Guide to Getting Your Book Published* (Previously published as *Putting Your Passion Into Print*)

“A must-have for every aspiring writer . . . Thorough, forthright, quite entertaining.”—Khaled Hosseini, bestselling author of *The Kite Runner* and *A Thousand Splendid Suns* (Riverhead)

“Before you write your own book, read this one. Arielle Eckstut and David Henry Sterry understand the process of publishing—their advice will help you envision and frame your work so that publishers will be more likely to perceive its value.”—Jonathan Karp, publisher, Simon & Schuster

“I had no idea that the code of publishing would be as hard to decipher as the secret language of adolescent girls. If only I had *Putting Your Passion into Print* when I started writing!”—Rosalind Wiseman, author of *Queen Bees and Wannabees*, the book that inspired the movie *Mean Girls* (Three Rivers)

“*Putting Your Passion Into Print* changed my life. I read and reread each of your chapters, lived by your organizational and promotional advice, and, despite all odds, my rather uncategorizable book is a success. With no track record or cash, we’ve gotten onto TV and into national print media, been blurred by the *LA Times* and the *Village Voice*, and sold out a third of our print run within three weeks of launch.”—Molly Crabapple, author of *Dr. Sketchy’s Official Rainy Day Colouring Book* (Sepulture Books)

“I started with nothing but an idea, and then I bought this book. Soon I had an A-list agent, a near six-figure advance, and multiple TV deals in the works. Buy it and memorize it. This little tome is the quiet secret of rockstar authors.”—Timothy Ferriss, bestselling author of *The 4-Hour Workweek* (Crown)

“*Putting Your Passion into Print* has been absolutely invaluable through this whole process! It’s on my bedside, with dozens of post-its peeking out!”—Veronica Wolff, author of *Master of the Highlands Series* (Berkley)

“Arielle and David did a masterful job at deconstructing our complicated, often irrational industry. *Putting Your Passion into Print* is fun to read and brutally honest, but it’s also energizing and inspiring.”—Lynn Goldberg, CEO, Goldberg McDuffie Communications

“I curled up in a big chair and read *Putting Your Passion into Print* like a novel. Written with insight and humor, it takes us through the writing process from idea to sequel. I wish I had a book this thorough and thoughtful and downright indispensable for every aspect of my life.”—Karen Cushman, author of the Newbury Award winner *The Midwife’s Apprentice* and Newbury Award runner-up *Catherine, Called Birdy* (HarperCollins)

“This is a terrific book. It’s practical, it’s fun to read, and it totally demystifies the publishing process. Whether you are just setting out to write a book, or already have several published books under your belt, you will find this an invaluable resource. There is no doubt in my mind that it will become a standard of the industry, sitting right alongside *Writer’s Market* and *The Chicago Manual of Style*. (And let me tell you—it’s a much better read than either of those books could ever dream of being!)”—Rick Beyer, author of *The Greatest Stories Never Told Series* (Harper)

“I took myself to lunch today and brought along *Putting Your Passion Into Print*, and I’ll be damned but it made me remember why I love this business and why the suffering is all worth it in the end. It’s a terrific book that finally put me in a good mood again.”—Annik LaFarge, former publisher of Bloomsbury Books

“You know all those books sitting on your shelf about how to get published? Well, you can finally unload them at your garage sale because this book is all you’ll ever need. A-to-Z, Soup-to-Nuts, this is the most comprehensive guide available on how to become a published author.”—Nancy Levine, author of *The Tao of Pug* (Penguin)

“These two know everything about the book business and share every detail in this fabulous book. *Putting your Passion into Print* answers every question you have with playful charm, wisdom and savvy. If you’ve written a book, are writing one or are just thinking about it, you NEED *Putting Your Passion Into Print*. It will make a marvelous gift for all of your writer or would-be writer friends. You’ll love it.”—Susan G. Wooldridge, author of *poemcrazy* (Three Rivers Press)

“This book is a must-have! I cannot say enough about how helpful, inspiring and dead-on it is.”—Tracy Davis, author of *My Husband Ran Off with the Nanny* and *God Do I Miss Her* (self-published)

“I got an agent and a publisher for my book within 3 weeks of submitting the proposal—and not a single rejection letter! When would-be authors ask me for advice I send them to the store to buy *Putting Your Passion Into Print*! Bravo to the authors for a comprehensive guide to writing, publishing and marketing your book.”—Donna Cutting, author of *The Celebrity Experience: Insider Secrets to Delivering Red-Carpet Customer Service* (Wiley)

“I recommend this book to every author I know, at any stage of their careers. I’m such a vociferous advocate, some of my friends may think I’m in a cult!”—Melissa Kirsch, author of *The Girl’s Guide to Absolutely Everything* (Workman)

“As a consultant, I make my living by understanding how companies and industries work from the inside out. To succeed as an author, you need an inside-out view of how publishing works. For that, there’s simply no better guide than *Putting Your Passion into Print*.”—Geoffrey Moore, author of four Wall Street Journal and Business Week bestsellers, including *Crossing the Chasm* and *The Gorilla Game* (Harper)

“*Putting Your Passion into Print* offers aspiring authors refreshingly honest, knowledgeable and detailed advice on not only how to get published, but how to deal with every phase of the publishing process constructively and realistically. It’s an invaluable resource for anyone who dreams about having his/her book not only published, but published well.”—Jamie Raab, publisher, Grand Central

“If you’ve ever thought about writing a book, are in the process of writing a book or have written a book and are contemplating another, stop what you’re doing right now—and buy this book. It contains everything you need to know to proceed, especially how to press your own enthusiasm button.”—Sandra Blakeslee, author of *The Unexpected Legacy of Divorce* (Harper Perennial), *Phantoms in the Brain* (Hyperion), and *On Intelligence* (St. Martin’s Griffin)

“This honest, comprehensive and inspiring book is the best description of the contemporary publishing world that I’ve seen. It should be at the center of every writer’s reference shelf for decades.”—Neal Pollack, author of *Never Mind the Pollacks* and *The Neal Pollack Anthology of American Literature* (Harper Paperbacks, Harper Perennial)

“From coming up with an idea to promoting the finished book, these insiders tell you what you need to know and inspire you to do it—with wit, charm and a thorough knowledge of what they write.”—Amy Cherry, editor, W.W. Norton

“*Putting Your Passion into Print* is a Rosetta Stone for authors, a guide that takes the mystery and uncertainty out of getting your book published. This book takes you inside the publishing industry and reveals what makes it tick. Prospective authors, listen up. This is the definitive manual on taming this lumbering giant. If you want your book to see the light of day, read this one.”—Larry Dossey, M.D., author of *The Extraordinary Healing Power of Ordinary Things*, *Reinventing Medicine* (Three Rivers), and *Healing Words* (HarperOne) ?

“Finally, a comprehensive, compelling, hilarious and amazingly insightful book about the painful and wonderful world of getting a book published. It’s as much about passion and teamwork as it is about royalties and advances. I loved it!”—Patrick M. Lencioni, bestselling author of *The Five Dysfunctions of a Team* (Jossey-Bass)

“I wish I had had this book when I started writing for publication. It’s got the perfect blend of right-brain creativity and left-brain strategy to help you succeed as an author.”—Dr. Betty Edwards, bestselling author of *Drawing on the Right Side of the Brain* (Tarcher)

About the Author

Arielle Eckstut is the author of 8 books including *The Essential Guide to Getting Your Book Published*. She is co-founder of The Book Doctors with her husband David Henry Sterry, a company dedicated to helping writers successfully publish their books. She is also co-founder of the iconic company, LittleMissMatched, which has become a national brand with stores all over the United States including Disneyland, Disney World, and Fifth Avenue in New York City. She lives in Montclair, New Jersey.

David Henry Sterry is the coeditor of *Hos, Hookers, Call Girls, and Rent Boys* (front page review, *The New York Times Book Review*) and author of *Master of Ceremonies*, *Chicken*, *Satchel Sez*, and the forthcoming *The Glorious World Cup*. He is also an actor, media coach, book doctor, and activist for at-risk youth. The authors are married and live in Montclair, New Jersey, with their daughter.

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From reader reviews:

Anna Brooks:

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