



Writing Successful Self-help and How-to Books

By Jean Marie Stine

Turner Publishing Company. Paperback. Book Condition: new. BRAND NEW, Writing Successful Self-help and How-to Books, Jean Marie Stine, "If you follow only a third of Jean's advice, you'll have a successful book." --Jeremy Tarcher, Publisher Jeremy P. Tarcher, Inc. "After Jean reworked my first draft, paperback rights sold for \$137,000." --Timmen Cermak, M.D., author of A Time to Heal: The Road to Recovery for Adult Children of Alcoholics Mastering the craft and understanding the mechanics of writing self-help and how-to books is the key to getting publishers to take notice of your work. Now, in the first guide to writing self-help and how-to books, Jean Stine offers an insider's view of this growing genre. Her easy-to-follow program takes you step-by-step through the complete writing process. You'll learn the importance of: Structure and Style Clear, easy-to-understand exercises Creating catchy and compelling titles, subtitles, and chapter headings Using lists, charts, and graphs to maximum effect Checklists and other interactive elements Writing a proposal that sells Negotiating permissions for quotations, photos, and illustrations Preparing your manuscript for presentation to a publisher.



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