

Table of Contents

Acknowledgements	iii
Foreword	v
Chapter 1 – The Craft of Writing	1
“Put Your Best Prose Forward” by Jane Toombs and Janet Lane Walters	1
“Don’t Murder Your Mystery” by Chris Roerden	13
“Discovering the Elements of Story” by Joan R. Neubauer.....	21
“The Myth of Writer’s Block” by Mark David Gerson.....	28
Chapter 2 – Genre Writing	31
“Writing About Forensic Science and Criminal Law” by Andrea Campbell	31
“Writing Effective Regional Fiction” by Tyler R. Tichelaar	38
“Five Tips on Writing Romance” by Sylvia Hubbard	47
“Paperback Writer: A Memoir of Gay and Lesbian Fiction” by Victor J. Banis	49
Chapter 3 – Children’s Books	59
“Rules for Writing Children’s Literature” by Lila Guzman.....	59
“Publishing a Children’s Book? Better Get a Child’s Opinion First” by Tyler R. Tichelaar	64
Chapter 4 – Editing Your Work	69
“Editing Tips for Authors” by Kenneth J.M. MacLean.....	69
“Editing: The Second Pair of Eyes” by Bob Rich, Ph.D.....	75
Chapter 5 – Elements of Book Design	87
“Five Keys to a Better Book” by Michele DeFilippo	87
“Smart Self-Publishing” by Jim and Linda Salisbury.....	93
Chapter 6 – Exploiting the Writing Market	101
“Exploring Ghostwriting, Co-Authoring, and Collaborating” by Ami Hendrickson.....	101
“How I Became a Successful Freelancer” by Yvonne Perry	110
Chapter 7 – Building Buzz with Book Reviews	115
“Everything You Need to Know about Book Reviews” by Irene Watson..	115

“Creating Bound Galleys and Advance Review Copies” by Tyler R. Tichelaar and Irene Watson 121

“Negative Book Reviews: How to Avoid them and How to Use Them to Your Advantage” by Tyler R. Tichelaar 124

“Elements of a Quality Book Review” by Tyler R. Tichelaar 127

Chapter 8 – Marketing Your Work..... 135

“Promoting Your Book with a Publicist” by Maryglenn McCombs..... 135

“Branding: It’s a Book Thing, Too” by Paul McNeese..... 142

“What Can Author and Publisher Associations Do for You?” by Tyler R. Tichelaar 154

“Amazon Adventures: Staring Down Earth’s Largest Bookstore” by Victor R. Volkman 162

“Twenty-One Mistakes to Avoid when Publishing and Promoting Your Book” by Patrick Snow 170

“Twelve Things Under Ten Bucks You Can Do” by Victor R. Volkman... 174

Chapter 9 – Making the Most of Technology..... 177

“Successfully Selling Your Book Online” by Brad Grochowski..... 177

“Promoting Your Book with Social Media and Web 2.0” by Deltina Hay and Neil Kahn..... 192

“Revolution: Audiobook” by Toby Heidel 199

“Book Marketing on MySpace” by Tyler R. Tichelaar 206

“Amazon Kindle: Lighting a Fire on eBook Sales” by Victor R. Volkman 210

About the Editors..... 215

Bibliography 217

Index..... 219