



**So You Want to be a
Published Author?**

with Heather Schroder

Current landscape

Book sales for 2020 were ↑ between 8% and 10%

Sales leaders for 2020 were children's and backlist

Unknown authors? Not so much!

NEW YORK TIMES BESTSELLER

"I would recommend this book to anyone interested in a fun, engaging look at early human history. . . .

You'll have a hard time putting it down."

—BILL GATES

Yuval Noah Harari

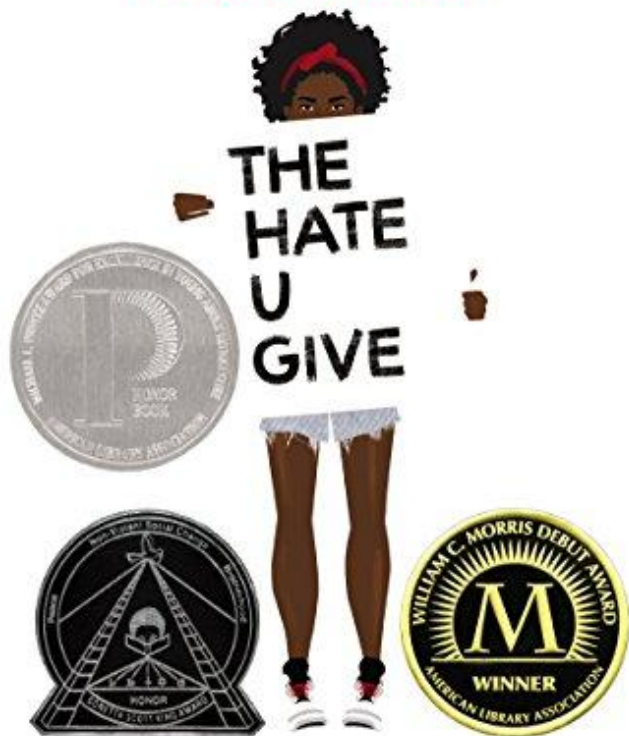


Sapiens

A Brief
History of
Humankind

#1 New York Times Bestseller

ANGIE THOMAS



"Absolutely riveting!"
JASON REYNOLDS

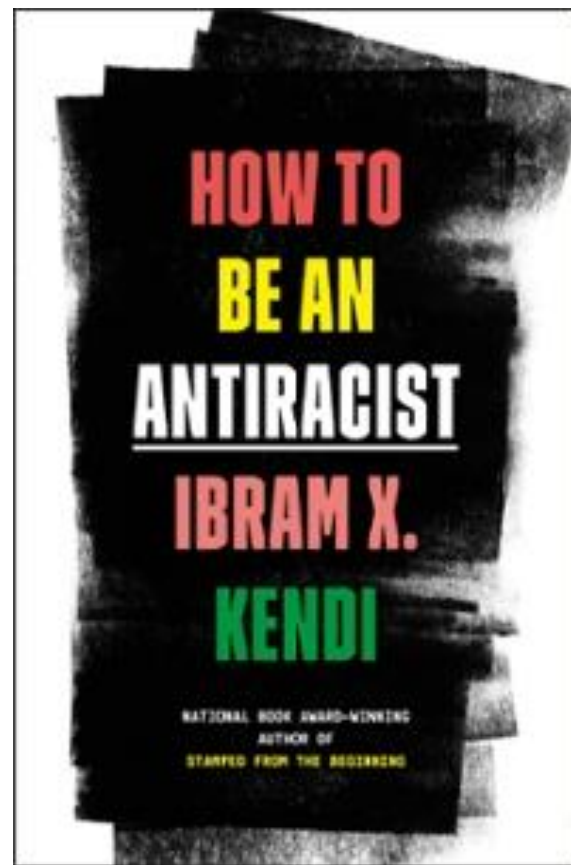
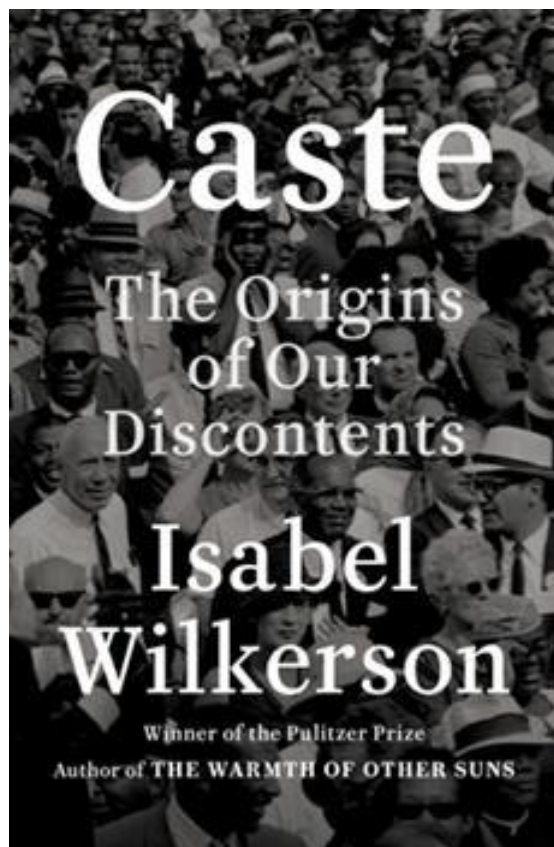
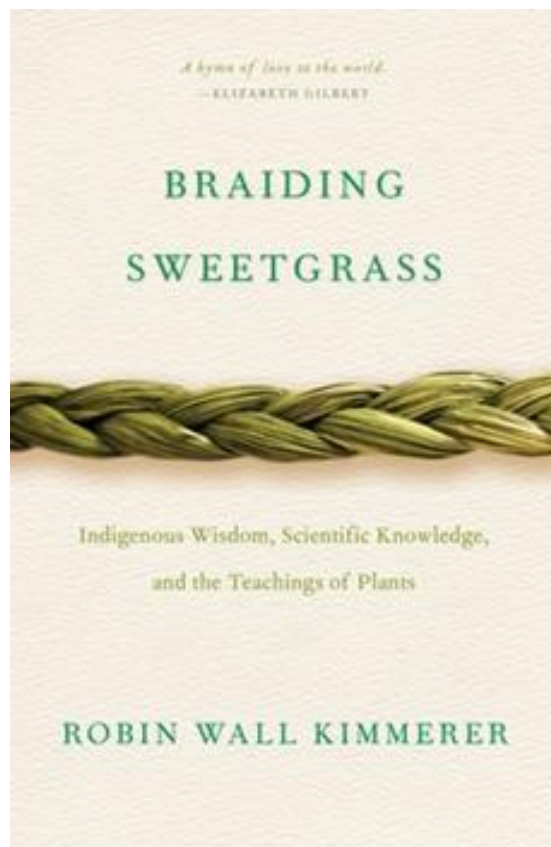
"Stunning."
JOHN GREEN

**What does this mean for
authors?**

Ask yourself

Is this book **relevant to the new world** we are living in?

We are in a moment of profound political, social and environmental change. Where does **YOUR** book fit into this new world?



Ask yourself

Are you the best writer to write this book?

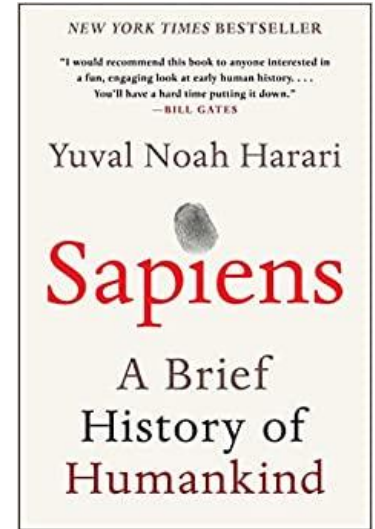
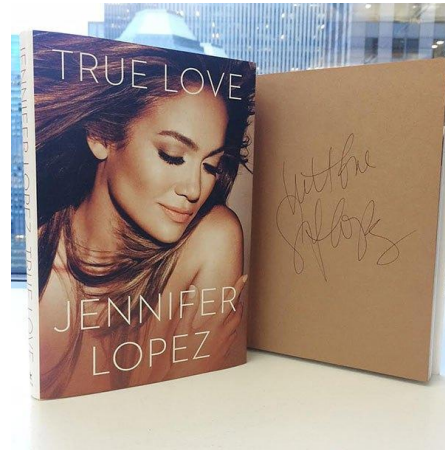
What unique insights or experiences do you bring to the table?

What makes **YOU** the person that should tell this story?

Ask yourself

Is this book **easy to pitch**?

How is interest in the book going to be generated?
Reviews? Prizes? Your unique profile or expertise? Fame?



Ask yourself

Will this book have **staying power**?

Will it still be relevant and of interest in two years? Five years? What is its shelf life?

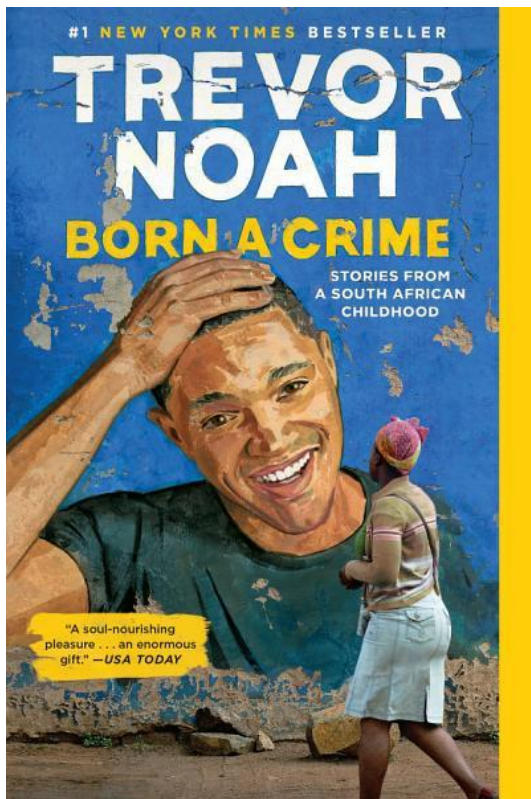
Ask yourself

Can you **write**? And can you write well?

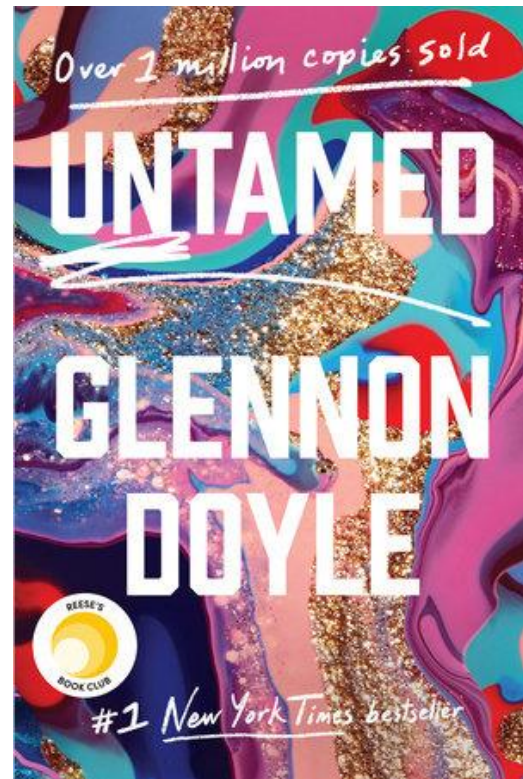
Are you going to write multiple books or is this a one-off?

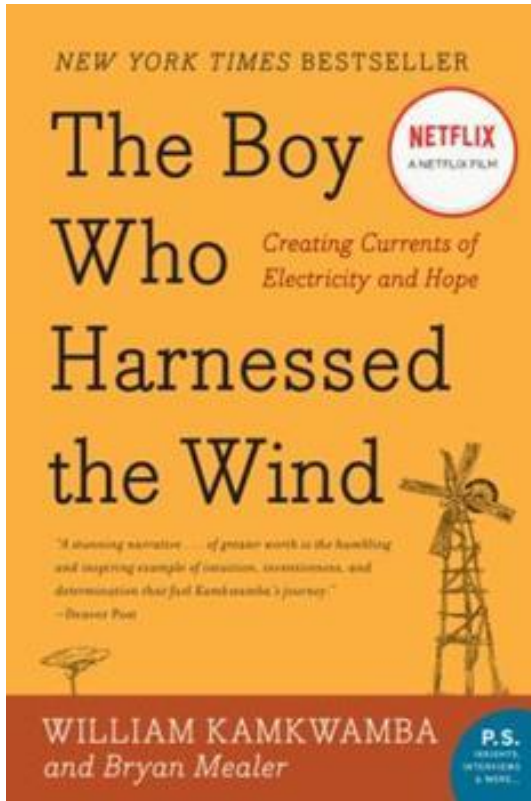
Ask yourself

Why does the world need this
book?

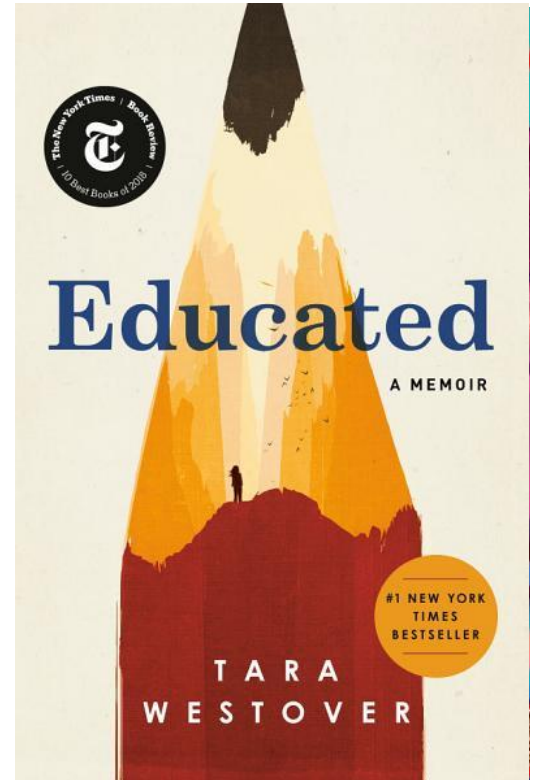


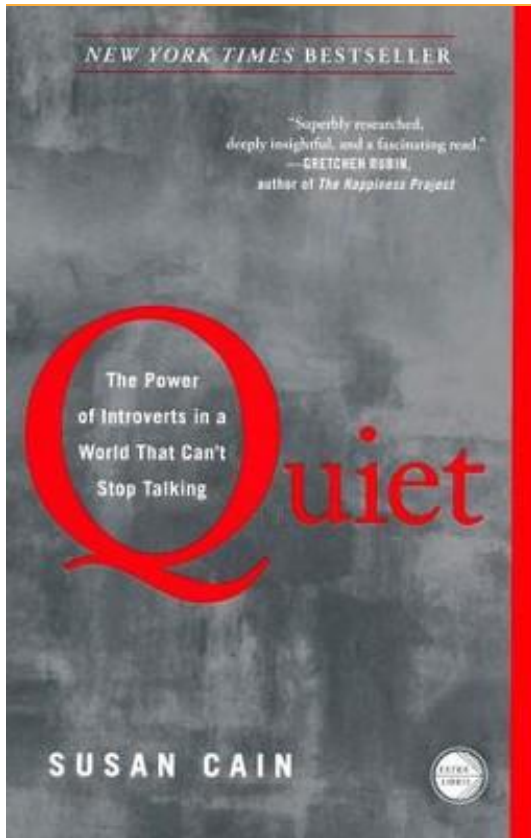
Is your book
entertaining?





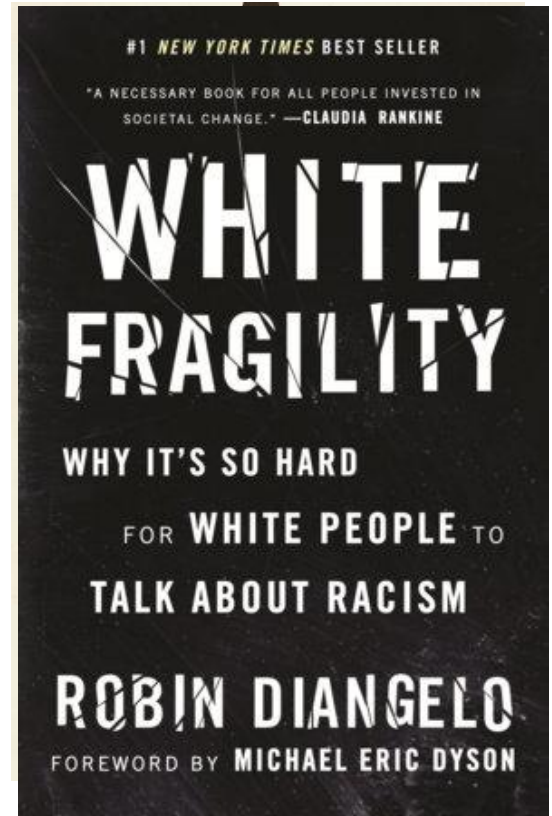
Do you have a
**compelling
story?**





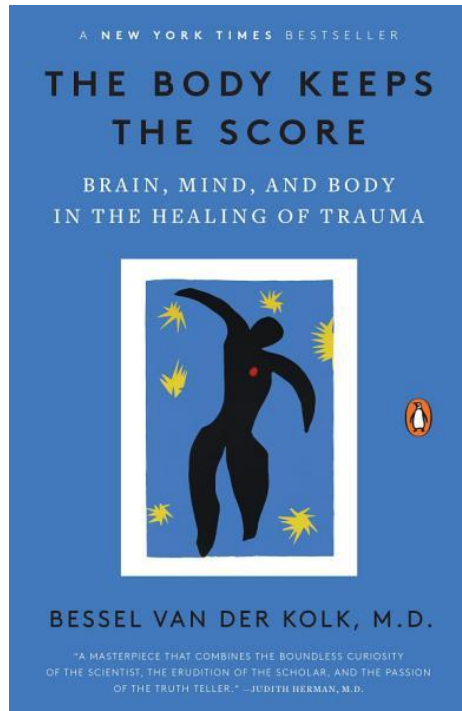
New, enlightening
perspective?

Important
message?



Steps to getting your book published

1. Idea



2. Proposal or manuscript

- a. Overview that explains what the book is
- b. Chapter outline that explains what will be covered in each chapter
- c. A sample chapter (or two or three)
- d. An author bio

Steps to getting your book published

3. Agent
4. Finished proposal or manuscript
5. Submission
6. Publisher/Publishing deal
7. Write the book
8. Edited manuscript
9. Publication

Steps to getting your book published

10. Publicity!

Establish who will give advance blurbs

Where you can get op-eds or articles

Who you know in the media

What other authors you know + have access to for events

Agents are **NOT** publicists