

DESCRIPTION

The Writer Within You

The Writer Within You responds to repeated requests by Retirees--both Seniors and Baby Boomers--who long to become published authors and have repeatedly requested a simplified, comprehensive single volume guidebook to lead them through the confusing publishing process from initial planning to final success. It teaches readers the basics of crafting a book or articles, and simplifies the challenge of selecting the best method of publishing, marketing and promoting their work. The book is divided into sections. Writing Your Book includes instruction in crafting a novel, memoir or how-to. A separate section devoted to freelancing articles covers researching ideas, writing and placement in periodicals. The primary methods of book publishing are explained to help readers choose what best suits their needs. The Marketing and Promotion section leads the reader through these processes from advance review copies through branding, signings, press contacts and the use of the Internet. Several chapters are devoted to an extensive look into writing and promoting on the Web. In addition to an introduction to the Internet, readers are introduced to the benefits and requirements of mounting a web page and promoting it through Search Engine Optimization, linking, distributing articles to eZines and other web sites and using new techniques like blogging, podcasting and more to promote themselves and their writing. Readers are given guidelines for researching, editing, rewriting and organizing an office and business. An extensive Appendix provides tested resources for authors. Toned boxes labeled Words of Wisdom are sprinkled throughout the book with quotations and advice from recognized authors, literary agents, publishers and academics.