7 TIPS FOR WRITING SPIRITUAL BOOKS

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1. **Research, research, research**: know your readers and what they’re reading and know the publishers you’re hoping will publish your book and what they publish.

2. **Make your editor and publisher look good** by writing well and understanding what it means to write well before submitting your work and certainly before turning in a final manuscript. Don’t depend only on your in-house editor to edit. If you know you need writing assistance, talk to your editor and agent and get the help you need as soon as possible. The more work you do before turning in your manuscript, the better the book will be and the more the editor can do to improve it.

3. **Realize that writing and publishing are subjective**. Different editors like different things. Don’t give up too soon, but take a moment to consider any feedback you receive. Refine your search for the right publisher and research again!

4. **Know and articulate the anticipated audience for your book**: Who will actually walk into a bookstore, pick up your book, and spend money to learn what you have to say? Be honest and practical as you think this through. Can you provide statistics from a reliable source backing up your claim that an audience exists? The more specific you can be the better because publishers are looking for profitable books. Is there a professional group that will buy your book (i.e., educators, lawyers)? Does it have a market outside the usual trade bookstore market (i.e., text adoption for college, church groups, specific retail outlets)? This information will help an editor convince the publisher to take a chance on your book.

5. **Know and love your topic and your approach**. Believe that you are the best person to write this book and that the world needs this book. But, most of all, write from your heart and soul.

6. **Be a visionary**: THINK AHEAD, not backwards to what “used to” work; the first authors active on the web were more successful than jumping on now, even though you still need to jump on. Ask yourself: what’s next in publishing and marketing?

7. **Write what’s next, not what’s been written**: How will your book help my publishing company stay in business and make money? Every day, editors receive letters from writers who promise “my book is just like *The Power of Now* or *The Secret* or fill in the blank.” “Guess what?” I want to reply, “It’s been done.” We want the NEXT bestseller, not a bestseller wannabe.
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New World Library is proud to be a Gold Certified Environmentally Responsible Publisher. Publisher certification awarded by Green Press Initiative. www.greenpressinitiative.org.
1. Editors meet with marketing, sales, design, and publicity to discuss the books that will be published for the next season, usually about 10 months or more before the books will be published. At that time, the list is decided and various details discussed, including: preliminary specs (page count, size of book, format); marketing plans; publicity plans; sales goals; and overall approach to each book.

2. Editor reviews the manuscript from the author and suggests changes. Once the author has responded to those requests, and a final manuscript is prepared by author, MS is sent on to project editor, along with electronic files.

3. Project editor sends MS files to a freelance copyeditor.

4. Cover design is discussed and planned with the art department. Preliminary covers are reviewed and are shown to author once approved in-house.

5. Editor receives edited MS approximately 4 weeks after sending to freelancer, reviews edits, and forwards to author. This manuscript may have queries and requests for rewriting and reworking or additional material. Author reviews edits and responds to queries from editor, usually within 2 weeks.

6. Editor discusses page layout and design with a type designer and/or compositor who uses a sample chapter to create an interior design for the book. Once this is approved, the book is typeset. A copy of the typeset pages are sent to marketing and publicity department for review and for advance publicity galleys.

7. In conjunction with the author, editor solicits endorsements/blurbs with galleys. These will be used on the back of the book and in the press release. Galleys are prepared for publicity purposes and distributed with preliminary press release.

8. Typeset pages (first-pass galleys) are sent to author and proofreader. Corrections are sent in and collated and changes are made to electronic files.

9. Index is prepared by indexer from second-pass pages.

10. Editor and/or copywriter provides back cover copy and/or flap copy, including endorsements, and routes it for approval and review. Once approved, it is passed along to cover designer. Cover is then reviewed.

11. Final checks are done to the book before it is sent to the printer. It takes about 6 weeks to print, bind, and ship a book to the publisher’s warehouse.
HOW A BOOK IS PROMOTED

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Marketing and Sales: Grassroots Marketing
In an increasingly uncertain and volatile retail bookselling environment, author participation in the marketin process is not only desired, it is essential.

1. Twitter, Facebook, and blogs are the new word of mouth. Prior to your book’s publication, research potential websites and blogs that might mention your book or that might provide good venues for marketing and selling your book. Contact bloggers you know to be interviewed or be the “guest blogger.”

2. Create a “2-minute pitch” for your book. Write a sentence or two that encapsulates the premise and approach of the book and sets it apart from the competition. If you can describe your work quickly and succinctly, you’ll have a much better time promoting it. You’ll be able to use this pitch with friends, colleagues, bookstores, and magazines.

3. As soon as your book is published, visit local bookstores — it doesn’t matter if they are chains or independents — and introduce yourself and alert them to the book’s availability. The publicity department may be able to provide you with a flyer or some other sales tool that contains the necessary ordering information for your book.

4. Are there any current events that might tie in to your book or to your expertise? Perhaps you can offer yourself as an expert to local media.

5. Go to amazon.com and look up your book and post an author comment. This will become part of the book’s permanent record. Encourage your friends, co-workers, and family post readers’ comments.

6. Visit your publisher’s website and use the links to other authors’ websites to see their approaches to marketing and speaking.

7. Include your publisher’s web site address on any promotional materials that you are supplying to your customers so they have that ordering option.

8. Devise 10 to 15 questions for the media that can be used to get an interview started. These questions can be about content or about some other aspect of your work, but they should help to promote the book and raise curiosity about it.

9. Use broadcast e-mail groups to get the word out on your book to “affinity purchasers” or groups of people you know who might be predisposed to buy your book.

10. If you feel you could benefit from media coaching in order to leverage media appearances that the publicity department secures for you, request a list of media coaches from your publicist.
11. Although publishers want to do everything we can to support you in your speaking and writing career, publicists are not booking agents and therefore cannot help you find paid speaking engagements. If you would like to be paid to speak, please solicit, negotiate, and book such engagements yourself or find a booking agent who can assist you. However, you may be able to purchase books at a deep discount to resell in the back of the room at your speaking and workshop events.

12. If you’re interested in being a guest on national television show, please take the time to watch that show over a month-long period so that you will understand the format and have a better sense of how the show is put together. This will help you develop a “pitch” or a show idea or suggested concept that fits the show’s format and approach to issues.

13. Amazon Connect Program: The Amazon Connect feature provides authors with online tools to customize a profile page/blog and to send messages directly to your readers’ Amazon.com home page. Amazon has an extensive customer base – nearly 50 million customers. Program benefits include raising awareness and maintaining visibility for you and your work in an organic and it allows you to communicate directly with your readers and strengthen your reader relationships and loyalty. Sign up for this program at www.amazon.com/connect.