

GETTING A BOOK DEAL

Step-by-step

COME UP WITH A BRILLIANT IDEA

What book can only you write?

Know what's out there. Know what you know. Imagine your book in a bookshop.

CREATE AN IRRESISTABLE PROPOSAL

It must be commercial

Why this book?

Why you?

Why now?

PITCH YOUR PROPOSAL

via agent or direct to publisher(s)

Book publishing is a long term partnership with your agent and/or publisher. Choose carefully.

NEGOTIATE A DEAL

Advances, royalties and more

Be clear about what you are committing to. Know that you can negotiate.

SIGN A CONTRACT

Congratulations!

Read your contract carefully, sign it, and celebrate!

WRITING YOUR BOOK

Step-by-step

WRITE YOUR MANUSCRIPT

Non-fiction manuscripts are written after the deal is done

The exception is memoir. Take your time, prioritise your writing, and enjoy it!

SUBMIT IT BY YOUR CONTRACT DEADLINE

Be professional

Do everything you can to stick to your deadline. If you are going to miss it, be sure to let your publisher know well in advance.

BROAD STROKES EDIT

by the Commissioning Editor

Structural review.
Challenging of anything that doesn't make sense.

COPY EDIT

by the Copy Editor + Proofreader (2-3 rounds)

Line by line edit. Back to you for amends. Back to the publisher for proofreading.

MANUSCRIPT TO TYPESETTER

No changes other than typos after this point

Get ready to see your book looking like a book!

GETTING READY TO LAUNCH

Step-by-step

CHECK PROOF + SIGN OFF

No more changes

Last chance to spot any errors before they hit PRINT!

BOOK COVER DESIGN

Share your ideas and be open to theirs

Remember the sales team should know their market well.

BACK COVER BLURB

Feel free to write this yourself

You know your book better than anyone. It's good to draft your own back cover blurb and send it to your publisher for tweaking.

FOREIGN RIGHTS DEALS

May your book be sold many times over

Foreign deals get your book into the hands of many more people and bring extra income to you with very little additional effort.

CREATE LAUNCH PLAN

Don't leave this up to the publisher

Make a brilliant plan as if it is all on you, and then be positive and accommodating towards anything your publisher sets up. It's a team effort!

WANT HELP WITH YOUR PROPOSAL?

Join The Book Proposal Masterclass via dowhatyouloveforlife.com



ON YOUR SIDE

My five book proposals have landed 36 different book deals with publishers around the world. Let me help you create yours!

THE NUTS AND BOLTS

All you need to land that deal

Everything you need to know to turn your non-fiction idea into a compelling, commercial pitch for agents and publishers.

INDUSTRY INSIGHT

Essential advice from agents, editors and PR experts

Understand where your book idea will land, how the key decision makers decide whether to bid for or reject a proposal, and access detailed explanations of how rights and advances work.

CLARITY + CONFIDENCE

Perhaps most importantly...

For the four weeks of this live online masterclass, I will actively support you to develop your proposal, answer all your questions and help you build confidence in your idea. I'll also share candidly about the reality of the writing life!

Book your place now at dowhatyouloveforlife.com and bring your book to life!