

10 Publishing Myths by W. Terry Whalin

Introduction: Why Books Have Incredible Power

Terry's story about a book: <http://terrylinks.com/TwoWords>

Special offer: Get *10 Publishing Myths* for only \$10 + free shipping & over \$200 in bonuses at: <https://www.marketing4books.com/us-ord>

1. I will make a lot of money writing my book

Call to Action: Take Your Own Responsibility to Sell Books.

www.terrylinks.com/plan

2. My Publisher Will Sell and promote My Book

Call to Action: Create Your Own Email List and Giveaway

Check out this giveaway as an example: <http://StraightTalkEditor.com>

3. Writing A Book Will Make Me Famous

Watch the Rule of Five Video: <http://youtu.be/pG7q05cjpY4>

Call to Action: Chart Your Path to Your Audience and Follow the rule of Five.

Get Platform-Building Ideas for Every Author: <http://terrylinks.com/pb>

4. Beginning Writers Have No Chance to Get Published

Call to Action: Use my Book Proposal Checklist to create your book proposal.

<http://terrylinks.com/bookcheck> Also get my free list of over 400 agents at:

<http://bit.ly/freeagentlist>

5. I can't call myself a writer unless I publish a book

Call to Action: Make a list of magazines and articles that you want to write, then

begin writing for them. Learn about magazine article at:

<http://terrylinks.com/basic>

6. The Editor will fix all my mistakes. Writers don't have to learn the craft.

Call to Action: Be continually committed to learning. Join a critique group:

<http://terrylinks.com/critique>

7. Good writers are born not made.

Call to Action: Learn to write a one-page query letter.

8. Self-Publishing is the best way to get my book out into the market.

Call to Action: Understand there are different publishing models and select the

best one for you and your situation. [https://www.janefriedman.com/key-book-](https://www.janefriedman.com/key-book-publishing-path/)

[publishing-path/](https://www.janefriedman.com/key-book-publishing-path/)

9. My Book Will Be a *New York Times* bestseller.

Gain insights from this handout: <http://terrylinks.com/nytw>

Call to Action: Marketing your book is your responsibility. Create business cards and bookmarks for your book.

10. The Life of a Writer Is Glamorous

Call to Action: Be proactive and take regular steps rather than falling into myths.

Read *Move Beyond the Bleeding Page* on the Page at:

<http://terrylinks.com/movebeyondbleeding>

Download this handout: <http://terrylinks.com/10PM>

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