

Editors Read Book Proposals *Not* Manuscripts

By W. Terry Whalin

Six Reasons Book Ideas Are Rejected

1. Sounds like a magazine article
2. It's already been done.
3. It's never been done--editors don't see a market for your book
4. Topics like that don't sell.
5. There is too much competition
6. It's too expensive to produce--length or photos or illustrations, etc.

Six Ways for Your Proposal to Stand Out

1. Create your own marketing plan and why
2. Follow *Pyromarketing* principles. [Introduction to Pyromarketing](#).
3. Gather high-profile endorsements
4. Bring special sales
5. Gather sales outside of the bookstore
6. Create A Must-Have Title for your book

Resources for Every Book Writer

1. [Free Book Proposal Checklist](#)
2. A Free copy of [Book Proposals That Sell](#)
3. [A short trailer about Book Proposals That Sell](#)
4. [Secrets About Proposals](#)
5. [Write A Book Proposal Course](#) (www.WriteABookProposal.com)
6. [My FREE Teleseminar on Proposals](#) (www.AskAboutProposals.com)
7. [Book Proposals That Sell](#)
8. Serious Writer Academy: [Editors Read Proposals, Not Manuscripts](#)
9. [Editor Reveals Book Proposal Secrets](#) (over 3 hours of book proposal teaching)
10. Free Ebook, [Straight Talk From The Editor](#) (www.StraightTalkEditor.com)
11. [A FREE List of over 400 literary agents](#) (addresses, phone, emails).

For easy access to each link, go to the online version of this handout & click the links: <https://www.terrylinks.com/erbp>

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