



Writing Successful Self-Help and How-To Books (Wiley Books for Writers Series)

Jean Marie Stine

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Mastering the craft and understanding the mechanics of writing self-help and how-to books is the key to getting publishers to take notice of your work. Now, in the first guide to writing self-help and how-to books, Jean Stine offers an insider's view of this growing genre. Her easy-to-follow program takes you step-by-step through the complete writing process. You'll learn the importance of:

- * Structure and Style
- * Clear, easy-to-understand exercises
- * Creating catchy and compelling titles, subtitles, and chapter headings
- * Using lists, charts, and graphs to maximum effect
- * Checklists and other interactive elements
- * Writing a proposal that sells
- * Negotiating permissions for quotations, photos, and illustrations
- * Preparing your manuscript for presentation to a publisher

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