

How to Write a Special Genre Book

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If you've always dreamed of writing a book, then the most logical first step might be to look from within. Most of us are experts in something and already have the necessary background to write a special genre book. With over 120,000 new books being published each year, how do you insure that your book will be successful? Here are some suggestions to make your first publishing experience a success.

Difficulty: Challenging

Instructions

things you'll need:

- A computer
- Access to the Internet
- A publisher or agent
- A copy of "Writers Market"
- Lots of time and patience

- 1 Before putting that first word down on paper, determine who you're writing the book for and its anticipated market. Is this a book for everyone or just a few with special interests? How large is your audience? Will you be likely to be able to sell your book all year round or just certain times of the year?
- 2 Decide if you're going to go the traditional publishing route or self publishing? What kind of financial backing do you have? What's your budget?
- 3 Work with an agent or a publisher to determine the audience of your book. While writing the first draft, begin to think about ways to market your book to special groups or in unique geographical locations.
- 4 Begin contacting small newspapers around the country to see if they would be willing to write a review of your book or run excerpts, then send them a manuscript or copy of your book. Newspapers are always looking for inexpensive (or free) material to run. Depending on the publication, you'll get a tremendous amount of exposure. Most medium to large newspapers also have an [Internet](#) presence, so you'll enjoy the added benefit of getting known on [the web](#).
- 5 After the book is ready for publication, contact your local television stations and let them know that you have an interesting book about (fill in the blanks here). Think of a unique angle and see if you can finagle an interview with one of the

reporters.

- 6 Talk with your local bookstores and see if they'd be willing to host a book signing for you, either just for your book or in conjunction with another event or author. Make sure that they publicize your book in their newsletters and flyers.

Tips & Warnings

- Be sure to have a website where people can learn more about your book and read excerpts.
- Register your book with some of the more common online search engines. Some may even scan portions of your book into their site so people can read excerpts.
- Contract with several well known book distributors that promote books like yours. Put links to their websites on yours.
- If you have the time and resources, think about doing your own book tour. Schedule book signings in key locations where you anticipate book sales to be the strongest.
- Never begin writing before you've organized your thoughts, determined who you're writing your book for and how you're going to get it to them.
- There is always a trade-off between the number of copies you'll need to print vs. the cost per copy. Start conservatively. You can always adjust your print run during the second printing.

Resources

- WritersMarket.com