

SYN synergy newsletter No. 3

Wednesday February 27th 2008

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This month's contents:

- Quote Of The email
- Editorial
- Article - Before you write the Book Proposal

Quote Of The email

‘This novel is not to be tossed lightly aside, but hurled with great force.’ -
Jean Jacques Rousseau

<http://www.worldofquotes.com/topic/Literature>

Editorial

Welcome to another edition of Share Your Novel synergy newsletter.

I would like to remind you that a new feature has been added to the Share Your Novel website - a forum. This is to promote the sharing of ideas and making friends part of the website's philosophy. Check it out at <http://www.shareyournovel.com/forum>
So far only three genuine people have signed up for the Forum. Unfortunately it's attracting a lot of non-genuine people who are posting their spam on the site. I have to check every day and remove the spam – some of it is not very nice. If anyone has any ideas how to stop this spam, please let me know. At the same time, if more genuine novelists were to sign up and post, then the spammers would probably stop, or at least be lost amongst all the real stuff.

The number of members of Share Your Novel has not increased greatly since Christmas. Please pass on information about the site to all your friends and contacts in the business of writing novels. I'm sure that SYN will be a success once the 'snowball effect' kicks in as more and more people learn about the site.

I've recently joined a new networking site called Published Authors which you might also be interested in. You can find out all about it by visiting

<http://publishedauthors.ning.com/>

Les Gates
Administrator – Share Your Novel

This month's article –

Copied from TIPS FROM THE TOP from Rick Frishman's Author 101 Newsletters
February 6th 2008 and February 13th 2008.

(Note: This article is really geared towards non-fiction writers, but there are lots of useful tips for novelists too - Ed)

Before you write the Book Proposal- Part 1 by Rick Frishman

Before starting your book proposal, make sure that you have a strong book concept, an interesting approach and a catchy title.

Clearly identify your market, your niche, and understand what your proposal is intended to achieve. Make sure that your book is of the best quality: that it is interesting, well written, and filled with information that will really help readers.

***** 6 Action Steps******

1. Be honest. Does the world need another book on your topic? Check bookstores and get in the know about what books exist.

If you think that your book is better and brighter, then perhaps it's meant to be.

2. Don't let anyone talk you out of your dream. If you believe in your idea and it does not exist, then don't postpone success.

Many agents have turned down ideas and said, "It's just a magazine article," but those ideas sold.

3. Search online. Search everywhere. Talk to bookstore owners; see what's out there. Study your competition.

Learn what other authors have done. Were their books successful?

4. Research your book's title. You might be surprised to find that your title already exists. Was it on your topic?

The same title could be used for a book for kids and one about pets. Don't rule out a great title, but make sure that your book won't be confused with or be considered derivative to another book unless that's your intent.

5. Create an outline. Outline your book and see if you are still glued to the project after

you set up what your chapters are about, etc. Sometimes people discover they really don't have a great deal to say, whereas others find the proof in the outline.

6. Write a Dear Reader letter. Try this assignment: write a letter to your reader and state what you plan to deliver in your book. It's a promise to the reader. You'll know after writing this letter and sharing it with others if there's a burning passion in you to write this book.

Then, keep your promise!

Before you write the Book Proposal- Part 2

While it's not our intention to teach you how to write, we want to stress how essential it is for you to write a top-quality book.

To interest agents and publishers, your book must be interesting and well written and must benefit readers by giving them lots of information that they need.

Writing a high-quality book is important for many reasons, including:

1. Your name will be on it. Books are permanent and can outlive you. Your books will represent you during your life and will impact your family long after you're gone. Your name and your books will always be linked in the public's mind as well as in the records at the U.S. Copyright Office, in online search engines, and in libraries throughout the world.

2. In most cases, books must be good to be published and to sell. Sure, celebrity tell-alls, bodice rippers and absolute clunkers always slip through, but by and large, they're exceptions. As a rule, publishers want books that contain good information, are well written, and will sell; they look for quality.

3. Agents and publishers seek authors who can build long writing careers. They prefer them to one-shot wonders who turn out just one hit book. For agents and publishers, good, prolific writers become annuities; dependable cash producers that they can count on and take to the bank. As a result, they will take a more active and nurturing role in developing promising writers' careers.

4. A writer's name and reputation are his or her brand. If writers are successful and are acknowledged to consistently produce good books, agents and publishers will vie to represent them and want all their new work. However, if they produce inferior work or don't deliver as promised, they will alienate their supporters.

Plenty of terrific books exist that can teach you about writing and help you to create a quality book. If you're not clear on what that takes, read some of them before you go any further.

Before you submit your writing to an agent or publisher, consider having it reviewed by a professional editor. It could be well worth the investment! Editors can shape up your writing and make it glitter. Agents are put off by poorly written, grammatically incorrect submissions and may not waste much of their time on them. Those who continue and see

some promise in your book may recommend that you work with a professional editor. To make the best initial impression, have it edited before you submit it.

Reinvent Yourself

If you've written before, don't be afraid to reinvent yourself or try writing differently. Everything has a life cycle, and what you're doing, no matter how successful, can grow old. Build aggressively on your success by constantly doing and giving more. Don't hesitate to experiment or be bold.

Besides giving your following something new and invigorating, reinvention stimulates writers and keeps their work exciting and fresh. Regardless of your success or lack of success, writers must continue to search for that new idea, that breakthrough that can catapult them to the next level. Look at the examples of some of Rick's best-known, bestselling clients.

Although the Chicken Soup books brought Jack Canfield and Mark Victor Hansen overwhelming success, they both reinvented themselves apart from the Chicken Soup series and each other: Mark with his book *The One Minute Millionaire* (coauthored by Robert G. Allen, Harmony, 2002), and Jack with *The Success Principles* (coauthored by Jane Switzer, HarperResource, 2004).

Harvey Mackay had a formula that kept him on the bestseller lists, but in his new book, *We Got Fired! . . . And It's the Best Thing That Ever Happened to Us* (Ballantine Books, 2004), he decided to take a new and successful approach. Although Robert Kiyosaki's books may look like they follow the same path that has made them so popular, each new title adds more: a new twist, a different emphasis, or additional information.

Publishers and agents are professionals, books are their business, and they're always on the hunt for great writers and books; they don't want mediocre books.

Remember, these are seasoned experts who are excellent judges of content and quality. Writers should fall in love with their ideas; however, you have to separate from the book and really ask yourself, if you glanced at this book would you buy it?

What benefit does it provide the reader?

When you reread it, is it really all that fabulous?

If it's fiction, is it really a page-turner?

Do unbiased individuals who read a great deal or have a literary background really think it's all that amazing?

Writing an outstanding book will dramatically increase the prospects of its being published and of agents and publishers taking a more supportive role in your career. So hone your craft and get it right before you try to market your book.

An excerpt from the National Bestseller Author 101:
Proposals...<http://www.author101.com>

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