

How to Land a Traditional Publishing Book Deal



Nina Amir

Author, Editor, Author Coach, Certified High Performance Coach, & Transformational Coach

Why learn from me?

Who am I to share such information?

- I've been in the publishing game since 2005 when I sent out my first nonfiction book proposal.
- I've had six literary agents.
- I've signed five different publishing contracts.
- I'm the author of three traditionally published writing guides: *The Author Training Manual*, *How to Blog a Book*, and *Creative Visualization for Writers*.
- I've had 19 books on the Amazon Top 100 list....6 simultaneously on the Authorship list.
- I've been privy to the information shared by experts for 19 years at the San Francisco Writers Conference. (And I run two tracks at the conference.)
- I've interviewed my fair share of publishing pros for The Nonfiction Writers' University as well.
- I'm considered a nonfiction writing and publishing expert due to my blog, Write Nonfiction NOW!, and my books.
- I have spoken at writing conferences around the country and in Mexico.
- I'm an established and effective Author Coach and nonfiction developmental editor



Most recently, I broke a four-year dry spell in my career as an author.

- I signed a traditional publishing contract sans agent for a book project over a decade in the making.
- I signed with a new literary agent who is about to start pitching a different project (in a new subject area) to publishers.
- I got the rights back from Penguin Random House to one of my traditionally published books.
- And...I've self published numerous books, many about writing, publishing, and blogging.



**I'm in the trenches.
I've been there done that.
I know more than a little about
how to get a traditional publishing deal.**

What I promised to deliver...

I'll spend the first part of this session:

- outlining the essential steps to becoming a traditionally published author
- discussing the pros and cons of traditional publishing
- pulling back the curtain on what I've experienced as a traditionally published author in an ever-changing traditional publishing landscape.

Then, I'll don my Author Coaching hat and focus the session on answering your questions.



What is traditional publishing?

Traditional publishing is essentially a venture capital deal between a writer, who has the idea for a “product,” and a publishing company, who agrees to invest in the product (book idea) and bring it to market by providing the means to produce and distribute it.

The publisher is seeking:

- A marketable book idea
- A good business partner

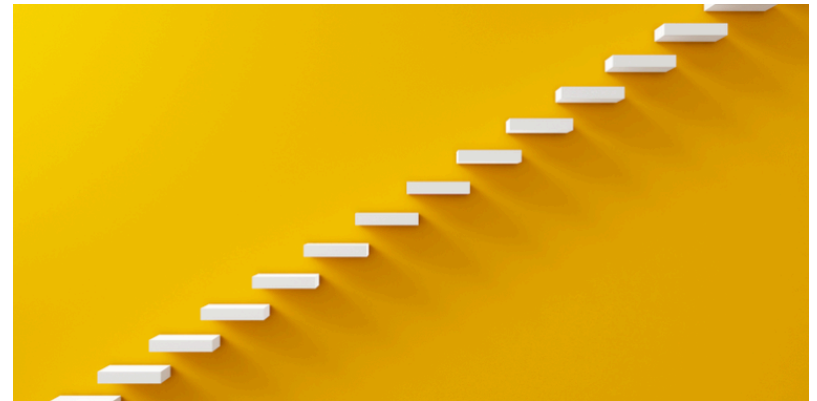
You prove these things with a book proposal, which is a business plan for a book.



The Essential Steps to Becoming a Traditionally Published Nonfiction Author

Complete the following steps to land a nonfiction traditional publishing book deal:

1. Conceptualize your book.
2. Write a book proposal. (Use this to develop your book idea and ensure it is marketable.)
3. Write 2-3 sample chapters.
4. Write a query letter.
5. Research literary agents (and small publishers).
6. Submit to agents (or small publishers).
7. Sign a contract with a literary agent (or publisher).

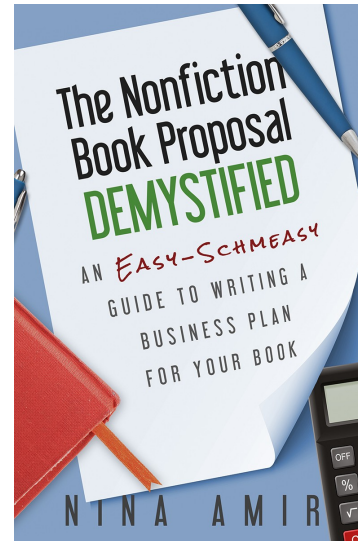


What Is a Book Proposal?

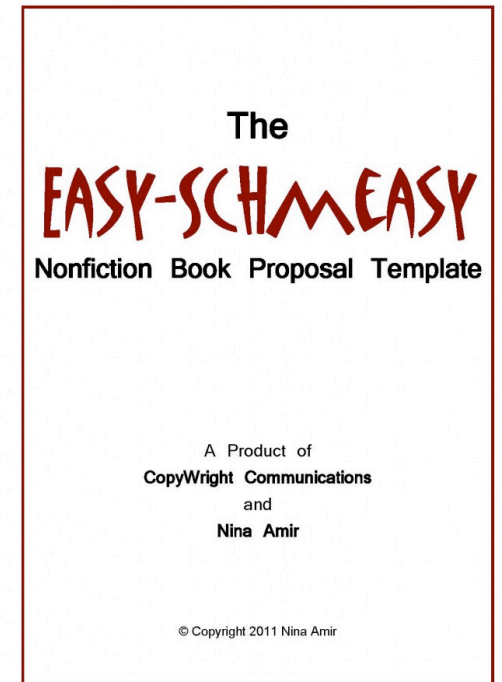
It's a business plan for your book and a way to evaluate your book for success. It's a marketing or sales document meant to sell your book to a literary agent and, then, an acquisitions editor.

A nonfiction book proposal includes the following 12 sections:

1. Table of Contents
2. Overview
3. Spin-Offs
4. Market Analysis
5. Competitive Analysis
6. Marketing and Promotion
7. About the Author
8. Mission Statement*
9. Platform Analysis
10. List of Chapters
11. Chapter Summaries
12. Sample Chapters



<https://booksbyninaamir.com>



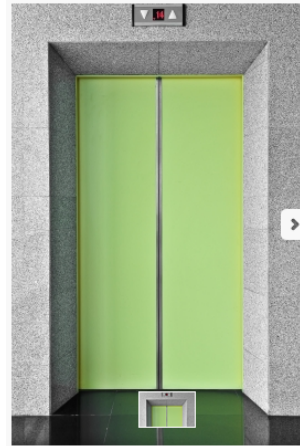
<https://ninaamir.com/BPTemplate>

What Is a Query Letter?

It's a sales letter sent (usually via email) to an acquisitions editor or literary agent meant to entice them to want to see your book proposal and, eventually, purchase your book. Conventional wisdom says to keep the letter to one typed page; some agents prefer longer with more info.

It includes the following 6 sections:

1. Introduction*
2. Pitch
3. Book details
4. About the author
5. Conclusion
6. Contact information



<https://ninaamir.com/pitch>



What is a Literary Agent?

An agent is:

- A writer's business partner.
- Your foot in the door to a publishing house.
- Your liaison with a publisher.

They earn a commission, only getting paid when you get paid. You lose money in the process of using an agent (15% on domestic sales and 20% on foreign sales) but gain someone to fight for your rights, concerns, or a bigger advance.

Find agents here:

- <https://aalityagents.org/>
- <https://agentquery.com/>
- <https://publishersmarketplace.com/>
- <https://querytracker.net/>
- <https://duotrope.com/>



The Pros and Cons of Traditional Publishing

Pros:

- Team of pros to help your book succeed
- (Typically) don't need to pay for editing or design
- You (might) get paid an advance on sales
- Book is distributed in book stores
- Clout
- (Maybe) some help marketing

Cons:

- Long lead time to publication
- Lack of control
- Less money on book sales



My Experiences as a Traditionally Published Author in an Ever-Changing Traditional Publishing Landscape.

Let's discuss this by topic:

- Working with agents
- Working with publishers
- Big publisher vs. small publisher
- Contracts
- Wait times
- Industry trends and zeitgeist
- Working with editors
- Industry flux
- Advocating for yourself





Before we move on to Q&A...

A Shortcut to Becoming a Nonfiction Author...



The Nonfiction Writers' University provides the education you need to succeed as a nonfiction writer—no matter what type of writing you want to do.

Imagine what you'd pay if you had to purchase programs from numerous experts to get this same education...it would cost you thousands of dollars!

And your investment today is only \$1.

After your one-month trial ends, the cost to remain a member and continue taking advantage of everything the Nonfiction Writers' University has to offer is only \$47 per month.

Here's what's included in this comprehensive program:



Author Training 101: *Craft Books that Sell*

Author Training 102: *Write Your Bestselling Book Fast!*

Author Training 103: *Develop Your Platform and Promotion Plan*

Author Training 104: *Build a Business Around Your Books*

This entire program sells for \$997.

You receive it as part of our Nonfiction Writers' University memberships and get access immediately when you join for the \$1 trial month.

- **A monthly group Author Coaching session** with me, during which you'll be able to get your questions answered or issues addressed. (\$200+ value each)
- **A private Facebook page** where you can ask questions and connect with other members. (\$47 value per month)
- **The FULL archive—7 years—of coaching calls, events, and assignments and challenges** (\$300 per month value)
- **A ton of bonuses, including:**
 - ✓ The Easy-Schmeasy Book Proposal Template (\$15 value)
 - ✓ How to Blog a Book Audio course (\$24.99 value)
 - ✓ *The Write Nonfiction Now Guide to Writing & Publishing Articles* (\$2.99 value)
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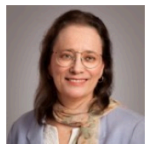
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complete education in how to become a nonfiction writer and author.**

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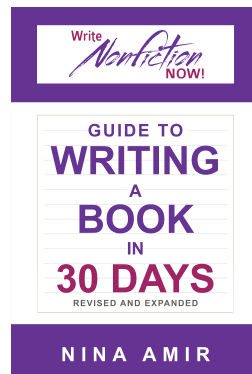
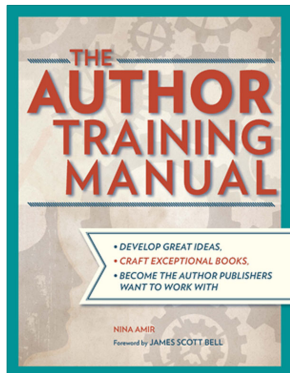
Transforming writers into authors.

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