

Write Your Best

March 2009 Newsletter

Cindy Barrilleaux

Dear Friend,

You have received this newsletter because a while ago you expressed an interest in writing. Hope you find it useful!

Do you have questions about writing or publishing? Send them to me at cindy@writeyourbest.com and I'll answer them in the next newsletter.

Psychotherapy Networker Symposium this week!

If you're going to the Networker Symposium, come visit me! I'll have a table at the Exhibit Hall and would love to chat.

The Basics of Self-Publishing

New writers often ask me whether they should self-publish their books. Now that self-publishing has gained respectability, it can be a difficult decision. Here are some points to consider.

Pros:

- a book proposal isn't required
- you complete the book sooner (see above)
- you control the content and marketing
- the book is sold on Amazon
- sidesteps the competition for a publisher

Cons:

- costs anywhere from \$300 - \$5,000 or more, depending on extras
- difficult to get your book into bookstores and the media
- publishers help with marketing
- marketing is time consuming and expensive
- less impetus to keep your writing standards high

Many argue that the strongest point in favor of self-publishing is not having to write a book proposal. Required by agents and publishers for all nonfiction books, proposals

Quotes for Writers

"And by the way, everything in life is writable about if you have the outgoing guts to do it, and the imagination to improvise. The worst enemy to creativity is self-doubt."

Sylvia Plath

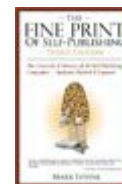


"I try to leave out the parts that people skip."

Elmore Leonard

Recommended Book

The Fine Print of Self Publishing
by Mark Levine



Disclaimer: Unlike every other book I've recommended, I have not read this one yet. But given the reviews I've heard from writers who have used it and the reviews I read on Amazon, I don't want to wait for my copy to tell you about it.

This book does the very complicated (trust me, I know) work of explaining how self-publishing works, how the costs break down, and how to compare accurately the top 15 self-publishing companies. Even Dan Poynter, who wrote his own book on self-publishing, advises writers to read Levine's book before making a decision.

Recommended Website

www.writers-free-reference.com



Tons and tons of useful, odd, and interesting references for writers.

are 40-80 page detailed descriptions of your book's purpose, audience, and chapters. Typically, writing a proposal is the least enjoyable part of getting published, hence the allure of self-publishing. But that overlooks the power of a book proposal to shape your book.

The great advantage of writing a book proposal is that it forces you to articulate precisely the theme of your book, what distinguishes it from other books on the subject, and why you are the person to write it. Because you have to describe every chapter and how it contributes to the theme, you do the hard work of planning every aspect of your book in detail. You'll know your book inside out when the proposal is done. The rest is downhill.

There is no right answer in deciding whether to self-publish. And there's no easy out. Getting published is extraordinarily competitive. Marketing your self-published book takes chutzpah. Consider yourself and what you want from your book honestly. Learn as much as you can about the publishing world and the self-publishing world (see Recommended Books in this issue). Then make a decision and put your focus back on what's most important--writing your book.

Happy Writing!

Cindy Barrilleaux

If you know someone who is writing or wants to write, and think they'd be interested, forward this newsletter to them.

If you want to receive monthly newsletters with writing tips and advice, sign up at www.WriteYourBest.com

More Resources for Writers

To see more Recommended Books and Websites for Writers, visit the Resources/Links page on my website: www.writeyourbest.com/resources

Is Writing Coaching for You?

If you want to get started writing, and wonder if writing coaching can help, check out my [Introductory Special Offer](#). It's an inexpensive, low-risk way to take a test drive.