



Can I Really Write a Book?

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Take Home Points

- Determine why you want to write/edit a book
- Establish your topic and target audience
- Determine whether (and how) to use an agent
- Search for and decide on a publisher

Take Home Points

- Finding a Publisher
 - > See which publishers publish books in your area of interest
 - > Ask your colleagues about their experiences with publishers
 - > Examples of Publishers:
 - Belknap/Harvard University Press
 - Elsevier
 - Lippincott Williams & Wilkins/Wolters Kluwer
 - Oxford University Press
 - McGraw-Hill
 - Saunders

Take Home Points

- Making contact with a publisher
 - Consider hiring an agent; ask your colleagues about their experience with agents
- Create and submit a book proposal
- Reviewing the contract
 - Hire an attorney to review the contract; the devil is always in the details
 - Consider using an attorney from the MGH

Take Home Points

- Decide how broadly and deeply you want the book to go
- Establish a realistic timeline for invitations/collaborators, chapter writing, editing, proofing, and marketing
- Break down the project into manageable pieces
- Provide a template for chapter authors

Take Home Points

- Determine if you want the book to have one “voice”
- Create/find the time to complete your mission
- Build a collaborative relationship with the copyeditor, publisher
- Remember the slogan: Just do it!

Can I write a book?

Why might I want to write/edit a book?

What are the obstacles to writing/editing a book?

Who is the target audience for the book?

What is the scope of the book?

How do I create content for the book?

How do I find collaborators for the book?

How can I find the time to write/edit a book?

How do I find a publisher and get the book to market?

Can I Write a Book? Interactive

1. Target Audience/Title:

2. Type of Book:

3. Outline/Topical Content:

4. Invite Collaborators:

5. Scope of Chapters (e.g. length, headers, references):

6. Getting a Publisher:

7. Understanding the financials (e.g. grants, royalties):

8. Marketing Plan: