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AALS

YOU SAY YOU WANT A BOOK DEAL

Finding the right book deal for you requires blood, sweat and tears and passing my TABLE TEST.

FOUR LEGS:

1. Is the IDEA unique and of interest to a large and identifiable audience? There are no major competing works. You have something attractive to bring to it: an approach, a study, amazing writing. The book will entertain or educate a lot of people who *must* buy it.
2. Do you have a devoted and experienced AGENT who “gets” the project and will put the time and energy it takes to make a deal and help make it a success?
3. Do you or can you create PLATFORM that will help publishers sell lots of copies. Creating impressions with all tools available is a must today.
4. With the help of your agent, can you craft a BOOK PROPOSAL that allows you to strut your stuff and gets busy editors to miss their subway stops or cancel their lunches to keep reading?

THE BOOK PROPOSAL:

1. Overview – crucial to create the lens through which the rest is read
2. About the Author
3. Marketing/Platform/Competition
4. Detailed Narrative Chapter Outline
5. Sample chapter(s)/excerpts

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USEFUL RESOURCES

- www.Publishersmarketplace.com
- The Shatzkin Files (www.idealogue.com/blog)
- www.Janefriedman.com
- www.Publishingtrends.com
- www.Publishersweekly.com
- www.Digitalbookworld.com
- <http://lunch.publishersmarketplace.com/>
- www.Authorsguild.org
- www.publishingtrends.com
- Association of American Publishers - www.publishers.org
- Association of Authors' Representatives – www.aaronline.org