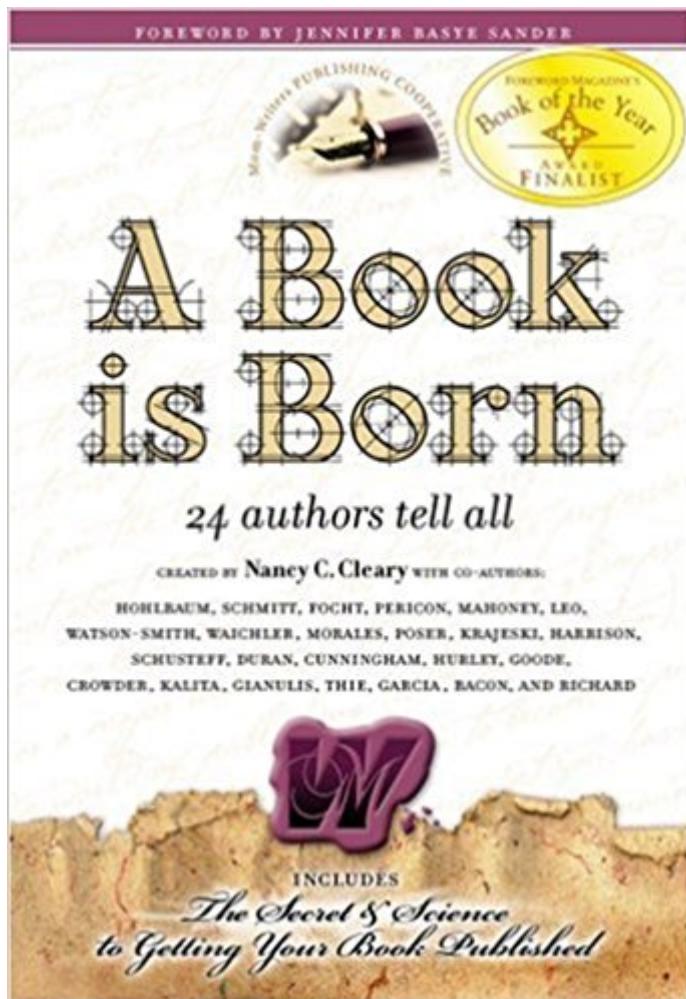


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A Book Is Born: 24 Authors Tell All



Synopsis

From conception of the book idea to talking about it on national TV, 24 authors from indie press Wyatt-MacKenzie share the nitty-gritty of each step of the publishing journey. Publishing terms and concepts are defined throughout with examples of author branding, press kits, media pitches, private-label proposals, and tips on .com. Plus little-known truths about publication dates, distribution options, returns, sales, and PR.

Book Information

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Customer Reviews

"...a phenomenal tool! The 'science of getting published' section alone is a MUST READ." -- Sheri McConnell, President of the National Association of Women Writers "A fantastic book for moms wanting to peek inside the real-life experiences of mom authors and how they did it." -- Lesley Spencer Pyle, MSc; Founder & President, HBWM HomeBasedWorkingMoms.com "...an inspirational book, with some great practical advice and many wonderful stories. I loved reading it, I bet you will too." -- John Kremer, author of "1001 Ways to Market Your Books" and webmaster at BookMarket.com "...entertaining, insightful and informative-what it takes to write, publish, and promote a book...and live to tell about it!" -- Priscilla Y. Huff, 101 Best Home-Based Businesses for Women "...heartfelt and inspirational, also jam-packed with resources and ideas to support all women writers. Highly recommended!" -- Jan B. King, Founder, eWomenPublishingNetwork "It is about the intricacies of publishing and how to keep the joy in that process." -- Carolyn Howard-Johnson, creator "How To Do It Frugally" series of books for writers "It's like having the best

Lamaze coaches in the world looking over your shoulder as you tap away on your computer." -- Pat Cobe and Ellen Parlapiano co-authors of *Mompreneurs(R)*"Packed with tips and helpful advice, not just a "how-to" for publishing, it's a must for any author." -- Penny C. Sansevieri, author of "From Book To Bestseller", "Get Published Today", and 'Red Hot Internet Publicity"

Invaluable insights and tools for anyone who has ever dreamed of publishing a book, has already published, or is in the business.

Leave it to a bunch of writer-moms to compile a tech book that goes straight to the matter. In her writer's reference, *A BOOK IS BORN*, Nancy Cleary has prepared the birthing room for the soon-to-be-published writer. She uses the zany, fresh voices of 24 authors (young mothers all) who compare their book-birthing experiences to having a baby. *A BOOK IS BORN* intersperses metaphors of the birthing process with tech talk about internet marketing, pitching, scheduling, blogging, support--and a hundred other topics that will leave an expectant author with tools to handle the "Big Event."I'm one of the original Baby Boomers--totally over the "baby-track" thing. But I learned a lot from the 24 energetic Gen-X'ers who write useful tips for managing effective, low-budget marketing campaigns while handling home and family. Thanks to them I'm working out my own marketing plan for my new memoir, *ORDINARY APHRODITE*, with a copy of *A BOOK IS BORN* in hand. This time around, the internet is my baby!

"A Book is Born" is a truly useful insider's guide to getting a book published, but it's so much more. The book's format invites the reader to share the minutiae of all phases of the experience of 24 women authors as they travel the journey from idea to action to realizing the dream of getting published (and publicized). The women's voices are clear, companionable, and reassuring, and Nancy Cleary's vision of empowering women authors is evident throughout. Especially for those of us who are visually oriented, the book's design--lots of graphics--is wonderful! In the book's final section, "The Secret and Science of Getting Published", various innovative approaches are revealed.(I was so impressed with Nancy Cleary and this book that I contacted her; the result is that she'll be helping me with the publication of my book "There and Back: A Journal Companion for Special Needs Parents".)Mary Lee Moser

I read "A Book is Born" in one sitting and could not put it down. Where was this book six years ago when I started on my book journey? I could relate to so many moms in the book. It is a pleasure

working with Nancy and she really cares and wants the best for her authors and books. I am looking forward to the day when "My" Book is Born. I know that Nancy will treat my "baby" like her own. A definite read!!!!

This book is full of essays from women writers that soothe the soul. It also is the best guide I have ever seen for the writer who is trying for publication or even support. Really worthwhile. I recommend it.

Nancy Clearly has spent more than 20 years as a product packager and a graphic designer. Her indie press Wyatt-MacKenzie has printed over a quarter of a million books in the last eleven years. She traditionally publishes authors with a special focus on mom writers. It is her goal to guide authors through the publishing process. Nancy was a Stevie ® Award Finalist in Women Helping Women. She also has been quoted in many well-known magazines such as USA Today, Family Circle, and The Wall Street Journal, just to name a few. *A Book is Born* is a wonderful book that is both inspirational and educational. Nancy's strong passion to help authors, clearly shows as you learn all she has to share. Ever wonder what it feels like to be a published author? Twenty-four moms tell all, and nothing holds them back from sharing. They thoroughly describe their journeys through the publishing process and share tips on success. They also share what it's like to raise books and babies. The book is divided into two parts. The first part of the book, *24 Authors Tell All*, peeks inside the mind of mom authors. It covers pitching manuscripts, pre-publication, technical terms, industry lingo, author branding, and much more. They discuss how publishing a book is like having a baby. Learn how these ladies' book ideas come to life. The second part of the book, *The Secret and Science to Getting Published*, includes secrets to getting your book published, examples of the publishing process, how to write well, the four publishing options, and guidance to the Universal Laws. A Principle Chart helps aide authors to success. Writing, presence, pitching, and publishing all play a part in getting published. Nancy shows you how to direct energy in the right direction using these four principles. She provides the knowledge and tools to help guide you through a journey of becoming a published author. An excellent source for authors. Whether you're an aspiring author or an author with several titles under your name, there is a little bit for everyone. Even avid readers, who are not authors, would find this book intriguing. Not only does it include helpful insight and encouragement, but it covers many important topics such as how to seek reviews, book tours, endorsements, pitching to the media, and overall practical advice straight from the heart. A motivating, encouraging, and informative book all in one. Nancy Cleary takes you on an

unforgettable journey along with twenty-four beautiful and passionate women who share their experiences on what it is like to have a book be born. A must-read treasure waiting to be read! Reviewed by Martha RamirezBookpleasures

The collaborative effort of Nancy C. Cleary and twenty-four published authors, "A Book Is Born" reveals what it is really like to earn a living as a writer. After a brief foreword and introduction, "A Book Is Born" is divided into two main sections: Part One - '24 Mom Authors Tell All' in which the contributing authors provided informative examples of going through pre-publication work, author platform-building, pitching manuscripts and story ideas to prospective publishers, post-publication publicity and marketing demands upon the author, and even the 'post-partum'-like depression that afflicts many authors after their book is finished, in print, and available to the reading public. Part Two - 'The Secret to Publishing' is actually a writing/publishing curriculum of instruction complete with visual examples for every step of the publishing (and getting published) process. Of special note in this do-it-yourself curriculum for aspiring authors are the Four Principles every writer should understand and apply; the Universal Laws which are essential to a book being written; and Insider Secrets on the four publishing options available to writers -- and determining which particular one is best suited for them. "A Book Is Born" is especially 'user friendly' reading and an invaluable addition to every aspiring writer's reference collection and professional reading list.

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