

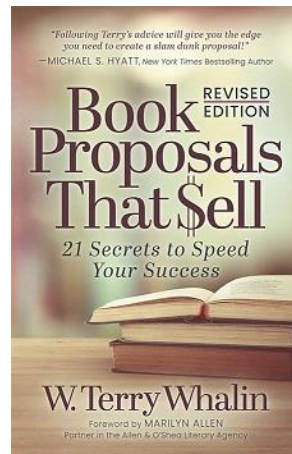
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# Book Proposals That Sell

21 Secrets to Speed Your Success  
by W. Terry Whalin

## About the Book

Writing a book? In the beginning stages, most people start with a blank page and write their entire manuscript. This approach is backwards. A mysterious document called a proposal contains many elements that never appears in a manuscript—yet critical to publishing executives who make the decision about publishing or

rejecting an author's project. In *Book Proposals That Sell*, Terry reveals 21 secrets to creating a book proposal that every author needs in order to create one that sells. The proposal is your business plan and every author needs to create a proposal even if they self-publish.

## About the Author

**W. Terry Whalin** has worked both sides of the editorial desk—as an editor and a writer. He worked as a magazine editor, and his magazine work has appeared in more than 50 publications. A former literary agent, Terry is an Acquisitions Editor at Morgan James Publishing. He has written more than 60 books through traditional publishers in a wide range of genres. Several of Terry's books have sold over 100,000 copies. Terry lives near Denver, Colorado and has an active following on twitter (@terrywhalin).

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