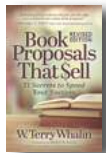**Jeanette Evans**

Jeanette Evans is an STC Associate Fellow; active in the Ohio STC community, currently serving on the newsletter committee; and co-author of an *Intercom* column on emerging technologies in education. She holds an MS in Technical Communication Management from Mercer University and undergraduate degree in Education.

Book Proposals That $ell: 21 Secrets to Speed Your Success

I'm willing to bet that you have a great book idea but little understanding of how to turn it into a *New York Times* best seller. Or you may have a half-finished manuscript sitting in your desk drawer, and you don't know what to do with it. Well, your fortunes have changed, because you now have access to Terry Whalin's excellent advice on how to craft and market your book in *Book Proposals That $ell: 21 Secrets to Speed Your Success.*

W. Terry Whalin has a wealth of experience to draw upon as best-selling author and current acquisition editor at Morgan James Publishing. He provides us with an insider's guide to the workings of a publishing house where he discusses the economics of the publishing industry and confronts us with the truth that unsolicited manuscripts are the last ones that an editor reads. That's why it's so important to craft a proposal that succinctly and successfully markets your writing. And although the book focuses on non-fiction writing, you can apply most of the advice to fiction work as well.

Book Proposals That $ell starts with what we as technical writers might consider to be obvious—research your audience, know the marketplace, and never trust spellcheck—but it's the nuances of preparing a proposal that make this a valuable book for aspiring as well as experienced writers. With clarity and warmth, Whalin takes you step by step through the long litany of required stages needed to develop an insightful idea into an inviting proposal.

From topic development to market analysis to authorship (including the pitfalls of being too attached to your work) to final synopsis, Whalin takes you on a virtual verbal tour of how the publishing world operates. His personable presentation style leads to the feeling that you are on a friendly walk and talk with him through the publishers' offices; exploring the detailed ins and outs of how things work around here and what you need to create a proposal that will get the office buzzing.

One sobering point Whalin makes noticeably clear is this: "*Hey, this is going to be a lot of work!*" (p 98). But he doesn't stop with the 21 secrets to authoring a successful book proposal. The last fifth of the book contains one appendix after another loaded with information and insights that would make an excellent primer in and of themselves. I especially appreciated the thorough example provided on page 128 of Appendix D on the "Thomas Nelson Guide to Writing a Winning Book Proposal."

Every bookstore has a section full of "How To Get a Book Published" resources available. I would have to put Terry Whalin's *Book Proposals That $ell* at the top of the list as a must read for writers who are serious about getting published.

Lynne Cooke

Lynne Cooke is a Clinical Assistant Professor at Arizona State University where she teaches courses on usability, digital media, and portfolio development. She is also a member of the Arizona Chapter of STC and the Internship Coordinator at ASU.

The Missing Course: Everything They Never Taught You About College Teaching

Although teaching is a major part of any academic's job, graduate students are trained to do research and receive little, if any, instruction in how to teach. Most are left to muddle through by imitating how they were taught, mostly by standing in front of the class lecturing. A growing amount of research in pedagogy now shows that lecturing to passive students does little to help them learn, and recommends a more engaging, active, student-centered approach. Although this is well known to education theorists, it gets applied in too few classrooms.

With *The Missing Course: Everything They Never Taught You about College Teaching,* David Gooblar hopes to change that. Gooblar teaches English and