



The Author Training Manual: A Comprehensive Guide to Writing Books That Sell

Nina Amir

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If you want to write a book that's going to sell to both publishers and readers, you need to know how to produce a marketable work and help it become successful. It starts the moment you have an idea. That's when you begin thinking about the first elements of the business plan that will make your project the best it can be.

The reality is that you don't want to spend time and energy writing a book that will never get read. The way to avoid that is to create a business plan for your book, and evaluate it (and yourself) through the same lens that an agent or acquisitions editor would. *The Author Training Manual* will show you how to get more creative and start looking at your work with those high standards in mind.

Whether you're writing fiction or non-fiction, or intend to publish traditionally or self-publish, author Nina Amir will teach you how to conduct an effective competitive analysis for your work and do a better job at delivering the goods to readers than similar books that are already on the shelf.

Packed with step-by-step instructions, idea evaluations, sample business plans, editor and agent commentaries, and much more, *The Author Training Manual* provides the information you need to transform from aspiring writer to career author.

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