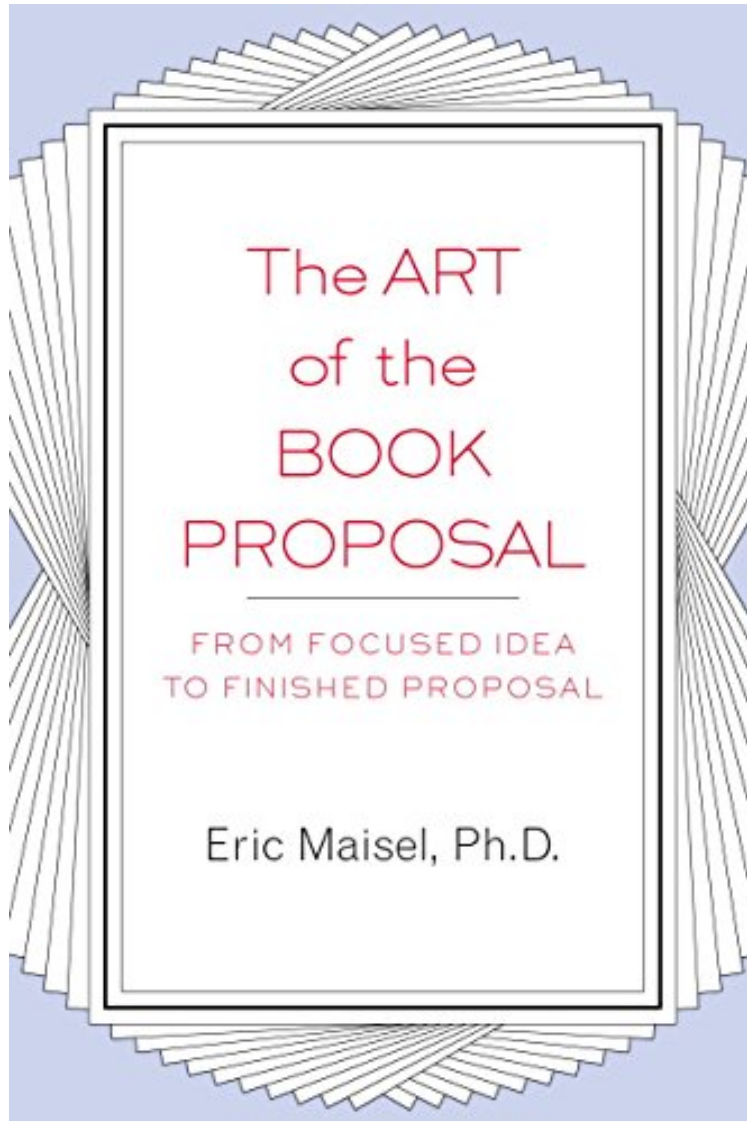


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# The Art of the Book Proposal

*Eric Maisel*

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**Eric Maisel : The Art of the Book Proposal** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art of the Book Proposal:

1 of 1 people found the following review helpful. Comprehensive Guide to Every Aspect of Drafting a Book ProposalBy Michael J HelquistFor anyone deciding to submit a book proposal, this is an essential step-by-step guide. There are many uncertainties for a new writer starting out, and the suggestions from many sources can be daunting if not overwhelming. Author Eric Maisel lays out the process logically and in phases that are manageable. He not only details the components that are necessary, but he helps the reader understand the purpose of each one and how best to use it for ongoing marketing of your proposal.Maisel's guide is especially helpful for a writer struggling to

answer the most basic question: What is your book about? How to address this inquiry that arises all the time and do it in a compelling, intriguing way in both writing and speech is essential. Perhaps there are or will be new editions that incorporate more references to marketing and the potential of social media for conveying your ideas and getting feedback as you prepare your proposal. I used this guide for drafting my first book proposal; the publisher welcomed the thorough professional approach, and I got the contract.

Michael Helquist, *MARIE EQUI: Radical Politics and Outlaw Passions*  
8 of 8 people found the following review helpful. *The Real Deal*  
By Laurel Marshfield  
This book really explains what the stages of writing a book proposal feel like and look like. Maisel discusses all the false starts, sudden endings, and re-starts, the works. It is equally heartening to have someone clearly spell out the single most important aspect of writing a book (or proposal), that it involves repeated, concentrated, hard-worked-on thought. As I coach people who want to write book proposals (and books) as part of what I do professionally, I can't thank Eric Maisel enough for offering such an insightful and truthful book on this topic. He has done everyone who is thinking of writing a proposal an enormous service. This book is vastly different from all the existing books on this subject, too -- no mean feat, in and of itself -- considering how many really good books there already are on this topic.

0 of 0 people found the following review helpful. This is the book you need to start with in ...  
By Janice A. Farringer  
This is the book you need to start with in order to get your nonfiction book proposal in shape. The author makes you think, and as he says, that is the most difficult part.

Here is an expert's guide through the elements of a nonfiction book proposal, including the outline, chapter summaries, marketing/publicity, book and chapter titles, and more. Filled with exercises designed to help a writer conceive and create a desirable proposal, and checklists to keep track of the project's progress, *The Art of the Book Proposal* provides the framework on which to build a great idea, as well as intelligent, empathetic instruction on how to produce a proposal that will capture the interest of an agent or editor. While most how-to writing books focus only on the nuts and bolts of putting a proposal together, Maisel, considered by many to be America's foremost expert on the psychological side of the creative process, also helps the writer overcome mental barriers to producing the best work possible. Using a holistic approach to the sometimes unglamorous work of designing a proposal, his guide enables a writer to transform an idea into a book.

About the Author  
A featured speaker at writers' conferences and a regular contributor to *Writers' Digest*, psychotherapist Eric Maisel has written twenty-two works of fiction and nonfiction including *The Creativity Book*, *Deep Writing*, *A Life in the Arts*, *Fearless Creating*, and *Affirmations for Artists*. He lives near San Francisco.