

Book Review

Writing the Book of Your Dreams

**You Can Write and Publish a Book:
Essential Information on How to Get Your Book Published**
By John Bond
Riverwinds Publishing
160 pp. \$13.95.

Reviewed by Henry Singer

“Publish or perish” is the mantra that guides academic types through the course of their careers, but to the average person with a good story to tell, the drive to commit their tale to paper can be just as compelling.

An eye-opening statistic cited in 2002 by a web site devoted to the publishing industry revealed that eighty-one percent of people in the United States feel they could write a book.

For readers that fall into this category --and many reading this review might-- a new book may speak directly to them.

John Bond’s *You Can Write and Publish a Book: Essential Information on How to Get Your Book Published* is a valuable compendium for the novice.

Broken down into sections that include “It is Easy to Get Started,” “Determine Who Will Publish Your Book,” “How to Write the Book,” “What Happens During the Book Production Process,” “How to Market and Promote Your Book,” and “The End of the Road,” the author’s 23 accessible chapters offer straightforward advice the average person can use to guide him or her on a quest to publish.

Most novice writers require some assistance in honing their would-be opus into a taut and flowing manuscript, but more intimidating than committing word to paper is the business end of publishing. Bond’s book offers concrete direction here too.

Particularly insightful are the chapters “Finding a Publisher,” “Finding an Agent” and “Securing a Contract.”

In addition, the author discusses self-publishing and the new phenomena of print-on-demand, both exploding options in the age of the Internet.

Included too is an extensive bibliography and listing of publishing resources, which provide additional information for those looking to dive into the idea. Each chapter concludes with a summary of the key points covered.

One of the unique features of the book is an 89 question Self-Assessment Quiz. The quiz contains wide-ranging questions about the reader's background, computer skills, comfort level with public speaking, amount of free time, and numerous other unusual topics. The reader then tallies their individual results and compares them to the author's benchmark of how they might fare in publishing a book.

But, as the author notes, there is no guarantee of "publishability." Who writes a best-seller and who does not is nearly impossible to predict. As the author notes, success in the literary world requires determination, commitment, desire and guidance. Three of those qualifications are required on the part of a would-be author; guidance this book provides in detail.

Bond has 20 years experience in publishing and has overseen the creation of hundreds of books. He has used this knowledge to explain in a simple and uncomplicated fashion what the rest of us need to get started.

As an advertising and communication executive wrote in the foreword to the book, "Take the plunge and read *You Can Write and Publish a Book* now. It will help you start down the road to becoming a published author. You won't regret it."

You Can Write and Publish a Book is available at local bookstores, or on-line at www.riverwindspublishing.com.

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