

**Interview with  
John Bond  
Author of  
*You Can Write and Publish a Book:  
Essential Information on How to Get Your Book Published***

**Why did you write this book?**

I have had literally hundreds of conversations with prospective authors. They had the ability to write. The only things that they lacked were the details regarding the process and the confidence to achieve their goal.

I went over the same ground with so many of them and it finally crossed my mind to follow my own advice, and put it down on paper and get it published.

In my book **You Can Write and Publish a Book**, I've given the reader a step-by-step plan on how to go from desire to idea to outline to manuscript to published book form. I try to present the information in a positive, encouraging light, hopefully inspiring the reader to see the goal of writing a book and getting published as an achievable one.

**Can anyone write a book?**

I was amazed when I read a survey conducted by [www.bookpublishing.com](http://www.bookpublishing.com) that found that 81% of Americans felt they had a book in them! That's over 230 million people who might write a book. Now I know that the vast majority of them will not attempt it let alone accomplish it, but even if only a small fraction of these people try it and succeed, than that is testimony to the exploding Information Age.

I truly believe what most people need to succeed is confidence, direction, and time. First of all, believe it or not, time is the easiest one of these to address. In this era of everyone being overcommitted and stressed with work and family commitments, people can find or make time if they are motivated to do so. Reduce the amount of time you watch TV; set aside time during your lunch; get up half an hour earlier—any of these approaches or others can produce a little time that, over a period of a few months, can pay big dividends. It all comes down to commitment.

Second, my book, **You Can Write and Publish a Book**, will provide the direction and instruction you need to understand the process.

Finally, the confidence comes from seeing yourself as an expert. Most people I've met are experts at something, whether it be at work, or with your hobby, or about your family. They have information that others would be interested in reading.

So, yes I feel the majority of people can write a book and get it published.

**If someone writes a book, can they expect it to be a bestseller or to be displayed in the window of the bookstore at the mall?**

The three most important factors for the author to consider when they start out are expectations, expectations, expectations. If the vast majority of people who write a book expect it to hit the bestseller list and that they will appear on “Oprah,” then they are most likely going to be disappointed.

The average person needs to have realistic expectations about what would happen with their book. If they are writing a book on their hometown, then the book should have a lot of regional interest, but not much beyond it.

Or maybe you want to write about the history of your family and want to create a few copies through a new technology called print-on-demand. Realistic expectations are essential. If something big happens that propels you past it, that’s great. But to start, think about where your strengths lie and how you can best get the word out about the book on a grassroots level.

**You spend a lot of time in the book talking about marketing and promotion. Is that the author or publisher’s responsibility?**

The short answer is that it is both’s responsibility, but the author has to be prepared to take the bull by the horns. I never cease to be amazed by the person that will spend months or years of their lives laboring over a manuscript and then want no part of letting people know about it.

Marketing, promotion, publicity, sales, distribution all have to be terms an author understands and feel comfortable with. Also, it doesn’t have to be expensive. If you are writing a cookbook on Thai cuisine, then you need to think of ways to find people that are interested in the topic and be creative in telling them about it. The web has been a godsend in this area. Whether through creating your own web site, chat rooms, email newsletters, there are many ways to get the word out about the book without breaking the bank.

**Does your book address both non-fiction and fiction?**

My background is strictly in non-fiction. Most of the book addresses non-fiction and uses examples from those areas. Fiction writing and publishing is a different world. It is more of a challenge to make it happen, but it can be a bigger payoff if you find an audience. Almost all of the advice in **You Can Write and Publish a Book**, however, still applies to fiction publishing.

**Is having an agent necessary?**

Agents are valuable parts of the publishing process. Many people say there is a Catch-22: that agents only represent someone who has published already, and how can you find an agent if you are a first-time author?

My book talks about ways to go about finding and approaching agents. Also, some areas of publishing don't traditionally require agents, such as academic publishing.

### **Is it easy to find a publisher?**

Back to expectations versus reality, if you think you need a publisher like Random House or Simon and Schuster, then it might be difficult to find one if you are a first-time author. However, there are thousands of publishers out there from huge multi-nationals to many small-presses. They all have some specific topics or types of books they concentrate on. You need to target your efforts toward publishers that are going to be amenable to your type of book.

Also, in the electronic age, opportunities such as the Internet and print-on-demand have opened up whole new avenues to publication for budding authors.

### **What is your background? Why are you qualified to write this book?**

I have been in publishing for close to 20 years. I have spoken with hundreds and hundreds of potential authors to try and persuade them to write a book. All of my time has been spent in technical publishing. The principles that guide technical publishers are essentially the same as the ones that guide all areas of publishing: find a well-spoken qualified person to write a book, have them write a high quality manuscript, then turn it into an attractive and affordable book, and then let as many people know about it in a cost-effective way.

In my career, I've published over 400 projects, including books, CD-ROMS, workbooks, dictionaries, and more. I've worked with the larger publishers such as Random House, Henry Holt, McGraw Hill on special projects or on distribution arrangements.

I am member of the Publisher's Marketing Association, the Small Publishers of North America, and the American Medical Publishers Association. Prior to working in publishing, I was high school librarian. My life has revolved around books, reading, and learning.

### **Why should I buy this book?**

**You Can Write and Publish a Book** has a fun 89 question quiz that will you determine the skills you already possess and help you determine your chances of getting published. It will give you all the essential facts for you to start off on the adventure of writing and publishing a book. The toughest part of embarking on a new or big adventure is the first step. This book holds your hand while you take that first step, and the ones that come after it.

**Any last thoughts for someone considering writing a book?**

Many people have a dream of becoming a published author. They want to write something that they know. Maybe it is about their hobby, or about their family, or a story that has been percolating inside them, I encourage them to follow their dreams and make it become a reality. Confidence, direction, and persistence are the keys.

**For more information about John Bond or the book *You Can Write and Publish a Book: Essential Information on How to Get Your Book Published*, see [www.riverwindspublishing.com](http://www.riverwindspublishing.com) or email him at [questions@riverwindspublishing.com](mailto:questions@riverwindspublishing.com).**