

# How to Become A Published Author "Idea to Publication": Publishing Strategies, Writing Tips and 101 Literary Ideas For Aspiring Authors

Mark Shaw



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This important reference book, written by the published author of more than twenty books for aspiring authors, provides practical information writers need to know to realize their publishing dreams. Readers will learn how to decide if a book concept has publishing potential, how to create unique storytelling ideas, how to improve writing skills, what publishing alternatives are available, why it is important to market the query letter and book proposal, not the book, how to choose a literary agent, and why viral marketing is essential to any successful book.

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