



LITERARY AGENCY

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Writing the Nonfiction Book:

The challenge you face.

Idea to a Plan:

1. Know your books _____
2. Target your _____
3. Define your books _____
4. Ask _____ of your main points

Your Book Structure: Five choices

1. The programmatic book:
2. The recovery book (self help):
3. The evolutionary book:
4. The component-based book:
5. The exercise-based book:

REVIEW:

1. What you will cover – _____
2. How you will cover it- _____
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____

Take a break: When we come back together discuss titles

Four Questions to ask:

1. What are the _____ you want to make? _____
2. Have you _____ anything?

3. Look for similar elements _____ and _____
4. Main _____ minor _____ - _____ or _____?

Let's Begin those Chapters: Your Book Overview/ Introduction

1. Preview the subject in a _____
2. _____ material / _____ all of the _____ you want to _____
3. _____ and _____ your _____
4. List _____ and the _____

The Drama, The Pain, and the Promise

Find Your Hook

1. Ask _____
2. A startling _____
3. A dramatic _____

_____ in 1-2 _____ EX: _____

List _____:

_____ the _____ points

Look at Overviews Examples- see note cards

REVIEW: Brainstorm hooks

BREAK- ten mins

Develop a Chapter Outline: Old Journalism Rule

Each chapter:

1. _____ Main _____
2. _____ of the chapter- _____
3. Conclusion
 - a. ____ your _____
 - b. Develop them _____
 - c. Conclude with _____ or _____

Fun with Titles: A Three Step Process

1. Identify _____
2. Make _____
3. Offer _____

If it is a How-to book, _____ : Describe the _____ your book
_____. Work toward the _____ title that _____ the reader _____
_____.

Short titles have _____. Good subtitles _____.

(Take a few mins to brainstorm titles)

Does your title _____ the _____? Always keep your reader in mind.

Positioning your Book in the Marketplace

1. Who is your _____ / _____
2. Who will be _____?
3. Positioning your book requires _____
4. _____

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

5. _____: Less tangible- transcend age

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

Focus on _____; speak to _____ and
_____.