



TIPS

on
How to Write
nonfiction
a **Book**

The Market

Is there a market for your book? How do you define that market?
How big is it? How do you reach it?

1. While it's tempting to say everyone would be interested in this book, you have to narrow down your audience.
2. Ask yourself where a reader would look for it in a bookstore — self-help, women's issues, business, cooking? Every book requires a category.
3. What magazines or newspapers is your audience reading, and what is the circulation of each of those publications? This tells you the approximate size of the market.
4. Another way to determine potential readers is ask how many books on this subject are sold every year? This information is in Bowker Annual Library and Book Trade Almanac in the reference section of the public library.

**Do you have a book in you — just waiting to be written?
Bobbi Linkemer will help you turn that dream into reality.**

**For more information about planning, writing, publishing,
and promoting your book, contact Bobbi at
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