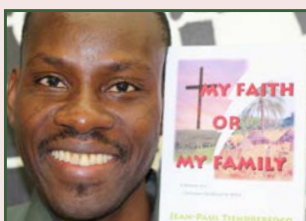
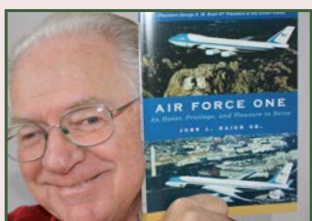
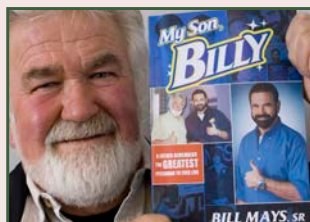
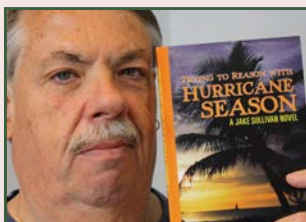


BE THE ONE WHO WROTE THE BOOK

ON IT How to do it well.
How to do it successfully.



**BE THE ONE
WHO WROTE THE
BOOK**

ON IT

How to do it well.

How to do it successfully.

WA WORD ASSOCIATION
PUBLISHERS

by Tom and Francine Costello

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WA WORD ASSOCIATION
PUBLISHERS

205 EAST FIFTH AVENUE
TARENTUM, PENNSYLVANIA 15084

T 800 827 7903

F 724 226 3974

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INTRODUCTION

WHY CHOOSE WORD ASSOCIATION?

We established our publishing company because we love books and we enjoy working with people who write books. Both of us come from writing and journalism backgrounds and have long been aware of the difficulty writers face in getting published commercially or any other way, for that matter. Most major book publishing companies will only consider authors who are represented by well-known literary agents. And successful, legitimate agents normally prefer to work with authors who have already been published and have a successful record of book sales.

Some might remember that a couple of decades back, self-publishing companies were mainly vanity presses, taking no responsibility for content or quality. They merely turned manuscripts into books. Therefore, self-published book got little respect in the market, leaving would-be authors with few alternatives. Today, a lot of self publishers are somewhat better but many appear to be selling cook-cutter products, impersonal pre-press services, fast turn-around times and marketing that seems to go nowhere.

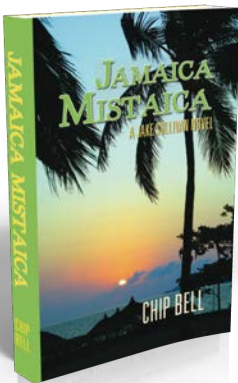
Word Association Publishers achieved success from the beginning because of our clear focus on good writing, the art of design, and quality book production. When we say that we emphasize writing, it doesn't mean that we seek only professional authors. It's important to understand that while we are selective about what we publish, we pour an enormous amount

of effort into helping our authors achieve the goal of good writing. In the end we want our authors to step out with a book that is the absolute best it can be.

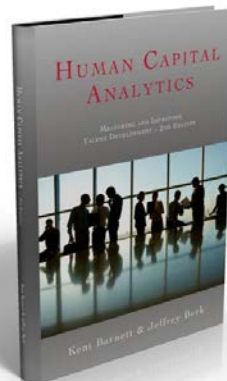
Writing and publishing a book is like nothing else because a book can have a life that goes far beyond the publication date. Do a good job and it will serve you for years to come. Opt for anything less and it can haunt you for a lifetime.

WE OFFER YOU

SOFT COVER



HARDCOVER



E-BOOKS



Are you a NON-FICTION Writer?

Business Books

**Biography/Autobiography/
Memoir**

**Self-Help and Inspirational
Cookbooks**

History

Military

The list of non-fiction categories on the preceding page hardly scratches the surface of this genre. There's how-to, travel, text books and study guides, sports books, scientific, technical—to name just a few. If you have written a manuscript or plan to write one, regardless of the subject, if it is not fiction, it is non-fiction and the best advice we can give you about writing non-fiction is research well, be able to support your point of view with solid facts and make it a great read .

A BOOK ABOUT YOUR BUSINESS OR PROFESSIONAL PRACTICE

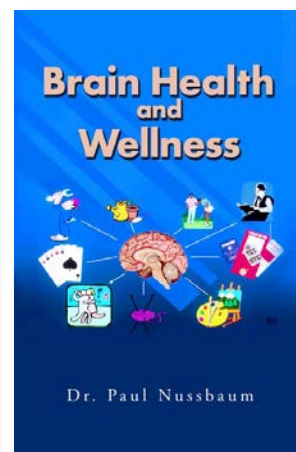
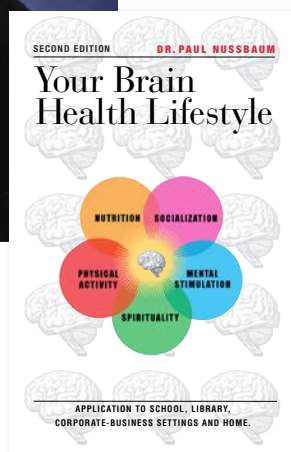
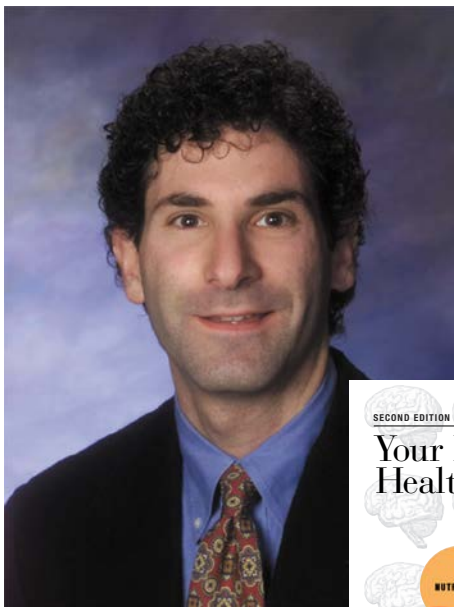
WE LOVE INTRODUCING THE WORLD TO EXPERTS THROUGH THEIR BOOKS!

Writing a book about what you know may be exactly what you need to take your business to the next level and beyond—in some cases, *way beyond*. There is nothing else you can do—no amount of advertising, promotion, or marketing that can position you for the amazing leap that writing a book offers.

Many successful business and professional people launch careers as speakers and become experts sought after for media interviews because they've published a book. In other words, they are known as *the one who wrote the book on it*. That is not to say they abandon their offices for the podium or microphone, but they use their book to expand their business and professional reach. And that reach does sometimes extend all the way to the stars. Attorneys Alan Dershowitz and Mark Geragos are CNN superstars, Rachel Ray, Dr. Phil, Dave Ramsey, Martha Stewart, Dr. Deepak Chopra, Dr. Sanjay Gupta, Suzie Orman—all are great examples of the power of the book. And perhaps more interesting, many of these people represent the power of the self-published book, even though most of these mega-stars were eventually signed by major commercial publishers, many of them began as self-published authors.

Recently, Paul David Nussbaum, a clinical neuro-psychologist and adjunct professor of neurological surgery at the University of Pittsburgh School of Medicine, had his third book on brain health published by McGraw-Hill. His first two books, “*Brain Health and Wellness*” and “*Your Brain Health Lifestyle*” were published by Word Association Publishers.

From the first, Doctor Nussbaum’s books sold well. The media was immediately interested in interviewing and writing about him and he became a sought-after speaker, consistently selling out of books at his events all over the country. Bookstores still contact us on a regular basis to order Dr. Nussbaum’s titles and so it is no wonder that he would be picked up by a large, prestigious commercial publishing house. He has, after all, become the nation’s expert on the subject of brain health. And it all began with his idea to self-publish a book on what he knows best.



Writing your book and being *the* expert on the subject—*the one who wrote the book on it*—means that, like Dr. Nussbaum, you could be the one invited to speak on the subject, whether at a convention, on a television or radio talk show, or as an expert called in as a consultant on a broadcast news story or in a newspaper or magazine article. This exposure results in brisk book sales and it doesn't end there. It also provides a strong and lasting foundation for you as the expert, and that image does nothing but good for your business or practice. Get your book into the hands of a good prospect and you'll likely end up with a great client—one who knows and appreciates all of the expertise that you have to offer. ■

Of course, none of this happens immediately. Most of our authors begin by speaking about their book to groups in libraries or Rotary clubs. Those who stick to it, build on their success and learn how to attract larger and larger audiences. We have more on this in our book marketing chapter.

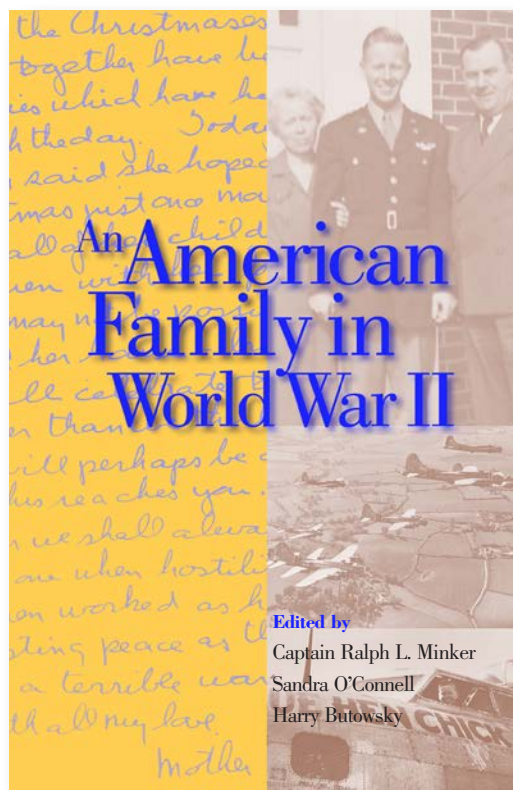
There is nothing else you can do—no amount of advertising, promotion, or marketing that can position you for the amazing leap that writing a book offers.

Another type of business book that always finds an eager audience is written by a successful entrepreneur who simply tells the story of how he or she established and grew their business. The best of these take readers from the challenges of the early days to the breakthroughs and growth, sharing colorful details and inspiring stories. A great rags to riches story never fails.

BIOGRAPHY/AUTOBIOGRAPHY /MEMOIR

You don't have to be rich or famous to write an interesting, successful biography, autobiography or memoir. One of our consistently best-selling memoirs, AN AMERICAN FAMILY IN WORLD WAR II, is successful because it beautifully tells the story of an average, everyday family living through the war years. The writing is rich with colorful, relatable details.

If you have the ability to be brutally, humorously, or even shockingly honest about your subject, your book will find an audience because the unvarnished truth makes for great reading.



SELF-HELP & INSPIRATIONAL

For many decades, self-help and inspirational books have been top sellers worldwide. The most successful of these are written by professionals—psychologists, nutritionists, religious scholars, athletic trainers to name a few—who present material that is fresh, well-researched and supported—all presented in beautifully written prose.

Many lay persons have had success writing and publishing inspirational books about their personal experiences and these can also fall into the memoir category. As a non-professional or lay person

writing a self-help or inspirational book, it is important to tell your story in well-drawn and colorful detail with as much independent support details and data as possible.

COOKBOOKS

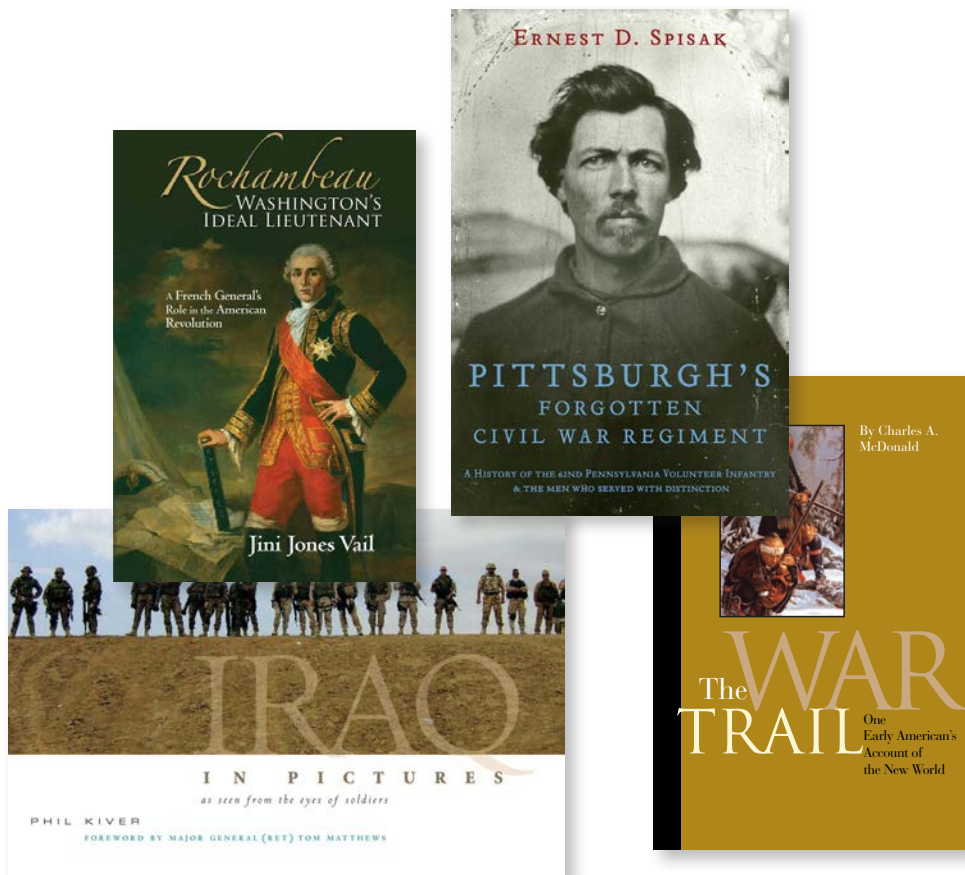
The world seems to have an insatiable appetite for cookbooks. But many are merely catalogs of recipes. We like cookbooks with personality, adding fresh ideas and concepts to the rich and varied world of food preparation. Some of our most popular cookbooks offer tasty little details about each recipe or lots of ideas about what to pair with each dish, how much a recipe may cost to prepare or how to trim it down in calories, fat or salt. Books with value added always do well.

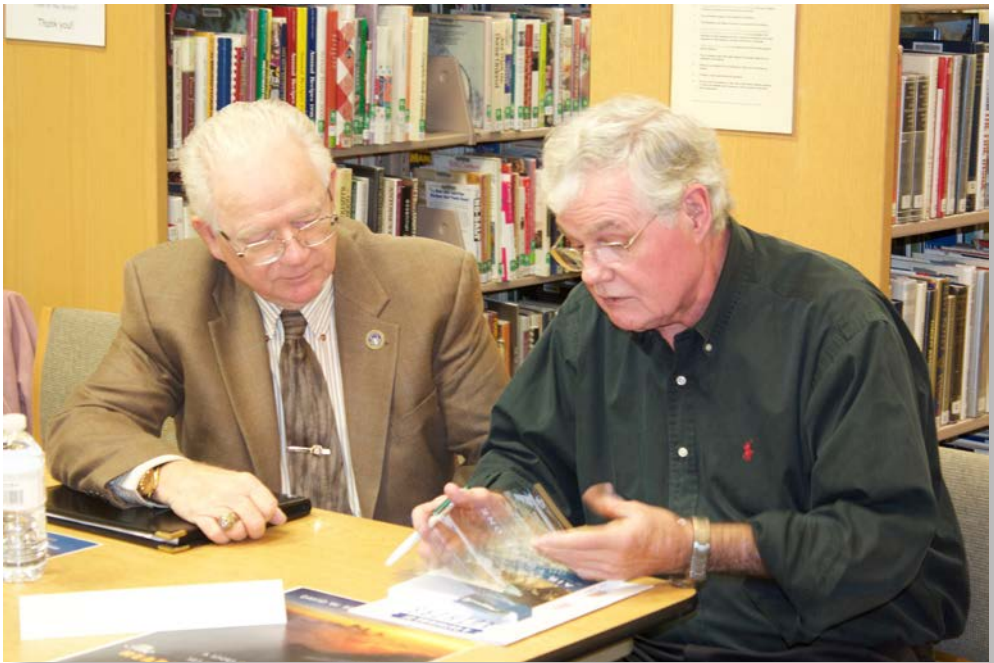


HISTORY

Americans have been criticized for ignoring history but in recent years, books about historical figures or events have taken center stage in the book world. We are proud of our catalogue of history books. They range from huge sweeping world events to the experience of a single individual caught-up in momentous occurrences that span time from the American Revolution to the wars in Iraq and Afghanistan.

Well-written history books must never read like a text book if they are going to sell well. The writers of the most successful of them are able to take a treasure trove of solid facts and details and turn them into a compelling, heartbraking or heart-stopping story.





Are you a FICTION Writer?

Mystery

Thriller

Romance

Children's Books

Young Adult

We have published an incredible and diverse array of fiction over the years. Visit the Word Association web site and browse through our book store. You will find a wide variety in our fiction section. But even with all that, there is a common denominator among these amazing authors that would-be fiction writers should note well: most of these writers are well-versed in the specific subject or field which serves as the backdrop or underlying core of their novel. We have a police detective who wrote a police thriller, lawyers who have written courtroom dramas, historians writing historical fiction, even a game aficionado writing a fantasy based on his favorite amusement. All of this follows the important rule of write what you know.

Let's say you're writing a mystery and you've set it in a fictitious city in California's wine country. But as a high school English teacher who lives in a large suburb of Columbus, Ohio, you'd be a fool to miss the opportunity to use all of the rich experience and knowledge you possess about teaching, working with teenagers, and living in the Midwest.

No matter how much research you did, it could never compare to the uniqueness of life as you know it in that sprawling region. Nothing you learn about northern California can come close to the authenticity you can bring to a story set in your home town.

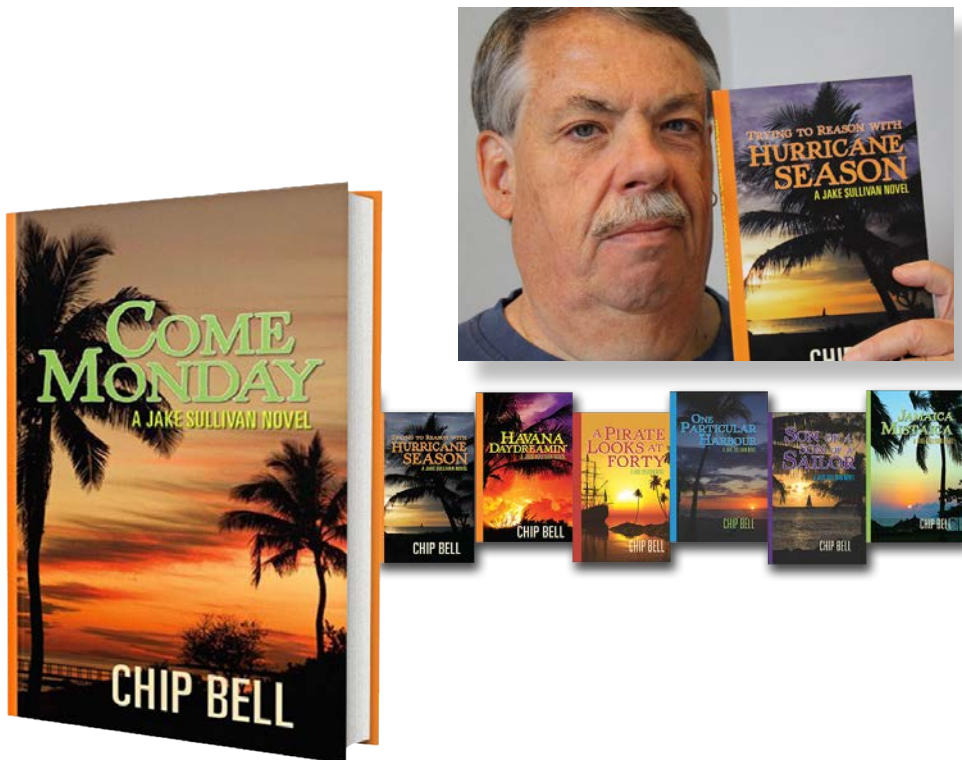
In good fiction, the location helps to bring the characters to life. But creating a story with a great sense of place does even more than that. It immerses the reader in that place so thoroughly, so completely, that the setting comes alive and is forever associated with that novel. Ernest Hemingway's Spain in "The Sun Also Rises." Why do you think reckless young fools from all over the world still show up in Pamplona for the running of the bulls every year.

Good writers know that characters don't exist in a vacuum; they exist in a specific time and place, and what they think, how they feel and how much they change—is often connected to when they lived and where they live.

Think of Faulkner and before you think of any of the people in his novels, you think of The South, and of Yoknapatawpha County. The setting for your

novel need not be an exotic location or a world famous city. It can be a tiny home town or any place that made a mark on you and lives on in clear and compelling detail in your memory.

Examine the novels in our website bookstore and you'll see at once that place is front and center in many of them. Chip Bell, one of Word Association's most prolific and successful authors, placed his characters in Florida's Key West and the Caribbean region, the author's long-time favorite vacation spot. Describing his settings and creating characters that fit in with the culture and the region came easily to the author because he knows it and its people well. And here's an important tip. If you have done a good job of placing your fictional characters in a real-life city or region, providing colorful, relatable details about it, that location becomes a great source of publicity for your book. The media is more likely to write and talk about a novel that is set in their region.



Melanie Denman, an award-winning Word Association author who lives in California but grew up in Texas, placed her novel in her tiny hometown region in a quirky part of that state known as Deep East Texas. When her book was released, members of the media from Deep East Texas were more than happy to promote her and her wonderful novel.

Then there's Lou Vitti—a well-known Pittsburgh attorney who has written and published two thrillers with us. His characters haunt all the best restaurants and bars of the Steel City. Read his books, “Ghosts of Bars and Christmas Past” and “Drink While You Can” and not only will you enjoy great crime novels but you'll be anxious to make reservations and order some of the sumptuous Italian food his characters enjoy in their favorite Pittsburgh haunts.



CHILDREN'S BOOKS

Children's books usually require the talents of both an author and illustrator. Competition in the marketplace is fierce and, depending on how your book is designed, children's books can be so expensive to produce that the selling price deters book buyers.

If you still want to try your hand at writing a children's book, before you begin your manuscript, be clear about whether you are writing a book to be read aloud to a very young non-reader or a book to be read by an older early reader. It's not a bad idea to talk it over with someone who works with children like a teacher or a librarian to be certain you don't miss your mark.

If your book is meant to be read aloud, it's got to sound great and be rich, inventive and colorful in language in order to engage a small child. It must be illuminated by enticing illustrations. And, if the illustrator is imaginative, they do not have to be elaborate drawings, they do not have to be on every page, and they do not have to be in color—a great way to reduce production costs.

A good tip for authors of read-aloud children's books is to keep them at a length that is delightful and entertaining to little book lovers but not a minute longer than a parent or grandparent wants to spend reading a story—whether it's bedtime or not.



Research popular read-aloud books and time them to see how long it takes an average person to read it aloud. Don't make your book one word longer than that.

Those who read books to children are often the buyers of these books. They are well aware of the problems they could suffer if the book goes beyond the little one's attention capacity.

Often writers of children's books believe that they must be written in verse. We couldn't disagree more! The hard truth is that unless you are a gifted poet—it usually doesn't work. We see too many manuscripts where it's clear the author forced a rhyme without any understanding of rhythm (the pattern of beats) and meaning. Some writers become so desperate to rhyme that they kill the story by jamming a word in only because it rhymes, giving no thought to whether or not it makes sense or furthers the story.



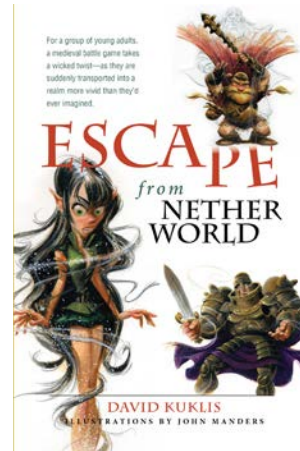
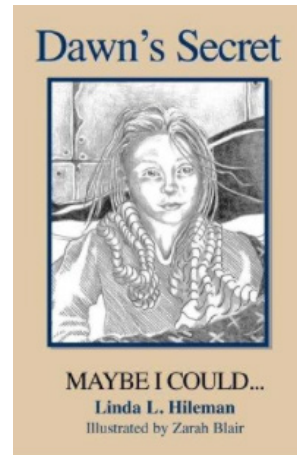
Better to write your children's book in delightful, sparkling-clean prose. Tell a story that is fresh and surprising, choosing words that are fun to read aloud and repeat. Make your characters unique, giving them imaginative names and personalities to match. In other words, be wild, be colorful, be original because you are, after all, writing for a remarkably colorful, wild and original audience.

YOUNG ADULT BOOKS

Young adult books are for readers between the ages of twelve and eighteen. Relevancy is key in this genre and the story must be told from the point of view of this age group and not an adult telling the story from the vantage of hindsight. The protagonist as well as the main characters should also be between twelve and eighteen years of age.

The young adult category has multiple subgenres such as fantasy, historical, mystery/thriller, contemporary, paranormal, romance and many more.

If you're planning to write a young adult novel, research all of the categories as well as some of the most successful titles in this popular genre.





A Very Different Type of Publisher

WHAT CAN AN AUTHOR EXPECT FROM WORD ASSOCIATION?

Since we deal with writers all over the world, we often work with people we never see. That doesn't mean we don't establish a personal relationship with them. Just ask some of our far-flung authors. (Read our testimonials on the back cover, our web site, or ask us for phone numbers and e-mail addresses to communicate directly with our authors.)

When you phone Word Association during the business day, most of the time a real, live human being will actually answer the phone. What a concept! We abhor the coldness and confusion of voice-mail jail. If our lines are busy or you phone after business hours, leaving a message is a simple process and you will get a call back from one of us as quickly as possible.

Initially, all authors deal directly with either of the two of us, Tom or Francine Costello. As your manuscript works its way through the Word Association system—if you have contracted to work with one of our editors—you will be in communication with that editor who will get to

know you and vice versa. As your manuscript enters the formatting and design stage, you will be assigned a designer who will be available to collaborate with you and continue to shepherd you through the process. We, of course, answer our e-mails promptly. In fact, we encourage e-mail communication because it gives the publisher, editor, designer, and author a paper trail and a means of keeping everyone up to date on the project. ■

We encourage e-mail communication because it gives the publisher, editor, designer, and author a paper trail and a means of keeping everyone up to date on the project.

Getting Started Submitting Your Manuscript

HOW DO I SUBMIT A MANUSCRIPT?

Send us your manuscript electronically (email) or on a USB drive sent through the mail. Don't do any formatting or design. Simply type your double-spaced manuscript in basic manuscript form.

Once we have an in-depth look at your manuscript, we will calculate all of the publishing services that we feel your project requires and forward a contract proposal to you. The proposal will have line-item costs and estimated turn-around time. Your proposal will detail set-up (editing, design and layout) costs, the securing of all publishing credentials, as well as your cost per book of printing and binding services. It will also include costs for any marketing support products you may have selected, as well as costs for the creation of an e-book, if you have ordered this service.

The important thing is that with our itemization, Word Association offers you the opportunity to control your publishing costs. You will be able to decide how many books we print on the first run. You will see that ordering five hundred books at a time is more economical than ordering one hundred books. But it is sometimes wiser to keep the first printing order much smaller in the event that you want to make changes before the second printing—as sometimes happens.

Write simply. Write the way you speak.

Initially turn-around time is approximate and based on the amount of work we have to do to prepare your manuscript. This can include editing, final proofreading and approval of copy (which is done at your end), interior page design and layout (more proofing at your end), design of the front and back cover of the book (a final proofing), and printing and binding.

You can see that following each step in the process you will be given the opportunity to examine the work we have done and either request changes or corrections, or approve it. We build in a certain amount of time for you to accomplish this. If you go beyond it (and it's perfectly fine if you do), your

completion date may have to be delayed. The point here is that you will have the opportunity to see and review every aspect of your book's preparation.

Any changes, additions, deletions, or corrections that you request must be done in writing (we prefer email). Most of the time, we simply e-mail manuscripts back and forth. This helps us to maintain an accurate accounting of the author's requests and requirements. These serve as an important paper trail for us as well as our authors.

All substantive or stylistic manuscript copy changes or corrections should be made before the design process begins. There may be a fee if copy changes are made after layout has been completed. This is sometimes necessary because even a relatively small addition, deletion, or change can cause copy to re-flow, adding hours of work for the designer. In other words, the deletion of two sentences or the addition of even just one, can shift the text of your book backward or forward. That means that photographs, graphs, charts, artwork, illustrations, and design may now be in the wrong place. When this happens, the designer must check each page carefully to make the appropriate adjustments.



Before formatting of a book begins, our authors are shown representative spreads of the design styles we are proposing for their book. This includes typography, headers, footers, page numbers, and placement of any photographs and illustrations. As in the case of the front and back covers, which must also be approved by the author, the style is based largely upon preferences or requirements the author has outlined for us. In every step of our publishing your book, authors are given the opportunity to review these samples. After making their selections, authors can request design and layout changes or corrections before giving their final approval for us to proceed with production. The bottom line is that we want you to be happy and we will give you every opportunity to voice your opinion.

By the time a book goes into production, the author will have approved all manuscript copy and selected and approved every design element—front cover, back cover, and interior design. Before final approval is given to print, the author will see a complete version of the book. This is usually emailed but we do offer the option of creating a printed and bound edition for final approval.

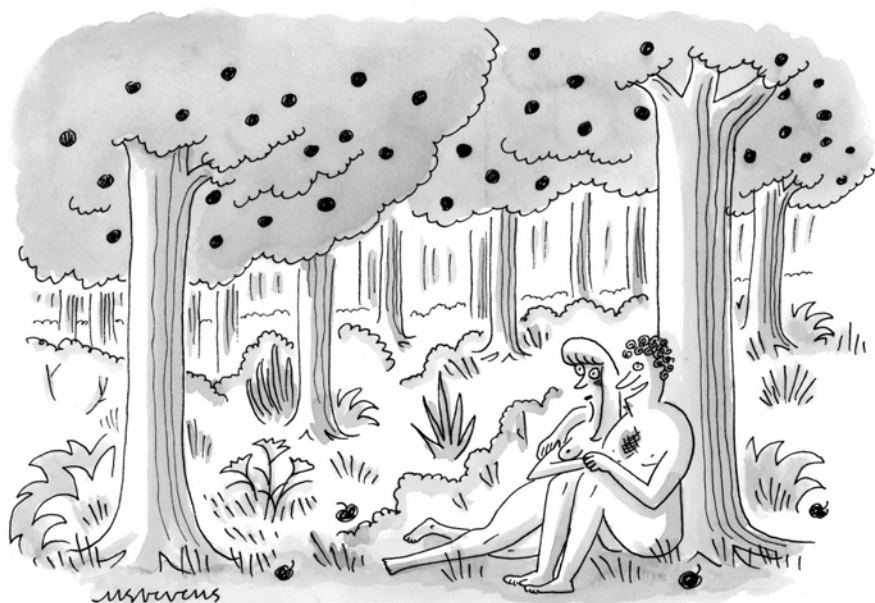
TURN-AROUND TIME

While *cost* is the number-one question we are asked, the second question on most author's minds is *how long does it take*. We make every effort to produce books as efficiently as possible. But the reality is that changes, corrections, special requests, revisions, shipping delays—can and do postpone completion. As mentioned earlier, we ask our authors to review or proof all of the work we have done for them. Again, the length of time an author takes to review his or her manuscript affects turn-around time. In the end, if the only thing a publisher can boast about is speedy turn-around—watch out. The trade-off might very well be quality, originality, and your personal preferences. But to answer that question honestly, the average length of time is four to six weeks but the key word here is average and some books take considerably more time. But while an author is waiting, there is, however, much important work to be done.

During this period authors should begin designing and planning a publicity and marketing campaign. Although working on a publicity or marketing plan while your book is in production can be a smart use of your time, scheduling interviews, book signings, speeches, or mailings before your books have been shipped to you is definitely not the best idea. Again, anything can happen at any stage—be it in production or shipping. (We can tell you hair-raising stories about books delayed by major hurricanes and floods.)

You are in control of your book's launch and should not have to suffer by setting unrealistic deadlines. Plan your marketing campaign with consistency and longevity in mind. There is no reason lock into dates for events or promotions until you have your books in hand.

We'll all sleep better at night if you hold off on actual date sensitive commitments until your books have arrived and are safely in your possession. ■



"I can't help thinking there's a book in this."



Editing

DO I REALLY NEED A PROFESSIONAL EDITOR?

There is no question that your book will be of better quality if you have your manuscript reviewed by a professional editor. You will be asked to approve or reject all recommendations by your editor. So control of the intent of your book and tone and style of writing is yours. But the importance of the work of the editor is time-honored and cannot be underestimated. Even best-selling superstars like J. K Rowling and James Patterson work with an editor.

Over the years, many of our authors and editors have forged lasting relationships. It is not unusual for an author who has written more than one book and published with Word Association, to return asking for the editor who did his or her previous book or books.

But in the interest of full disclosure, while editing is necessary, going through the editorial process can be a humbling experience. If you're wise, you will understand the great value in it. Be open to what the editor wants you to cut, simplify, add, or expand upon. Get your ego out of the way and you'll find that working with an editor is actually liberating. When you

Many an average writer has produced a superb book with the aid of a great editor.

write knowing that a professional is going to correct and polish your writing, you can allow it to pour out with abandon instead of agonizing over a single phrase or word. Put it all out there and then look forward to your editor combing through your writing and making thoughtful and constructive recommendations. ■

We offer editorial services that range from mechanical editing (proofreading, spelling, punctuation, and grammatical usage) to stylistic (content, continuity and word usage). You are putting your words out into the world in book form and it is to your advantage to be certain your work is as perfect as possible. Many an average writer has produced a superb book with the aid of a great editor. And we can say without hesitation that our editors are indeed great.





The Design Process

The Word Association Design Team is dedicated to creating high quality, customized book interiors and book covers that are as unique as the individuals who write them. Our books are beautiful and our book covers are inventive, vibrant and inviting. But our designers know that in the world of great book design, what you don't see is as important as what you do see.

“Without deviation from the norm, progress is not possible.”

–Frank Zappa

Today, many publishers, cut corners by crowding too much onto a single page, making the spacing between words and sentences too tight, using typography that's too small and margins that are too narrow. We've even seen books with the inside margins—known as the gutter—being so narrow that the book's spine has to be broken in order for the type not to be obscured by the binding.

Your Word Association designer will never let that happen to your book.

We are always respectful of our authors' design preferences and our designers will make every effort to accommodate them. On the other hand, we won't hesitate to tell you when we feel your ideas aren't necessarily the best for your project's success. A good publisher doesn't take money to merely hand out empty compliments and allow an author to leave with a substandard book. Just as you must check your ego at the door during the editing process, so it is wise to at least allow our professional designers to evaluate your project and offer you the best of their talent and experience to help you produce a quality book. In the end, author and designer will arrive at the best possible look for the book

Design is the fundamental soul of a man-made creation that ends up expressing itself in successive outer layers of the product or service.

–Steve Jobs

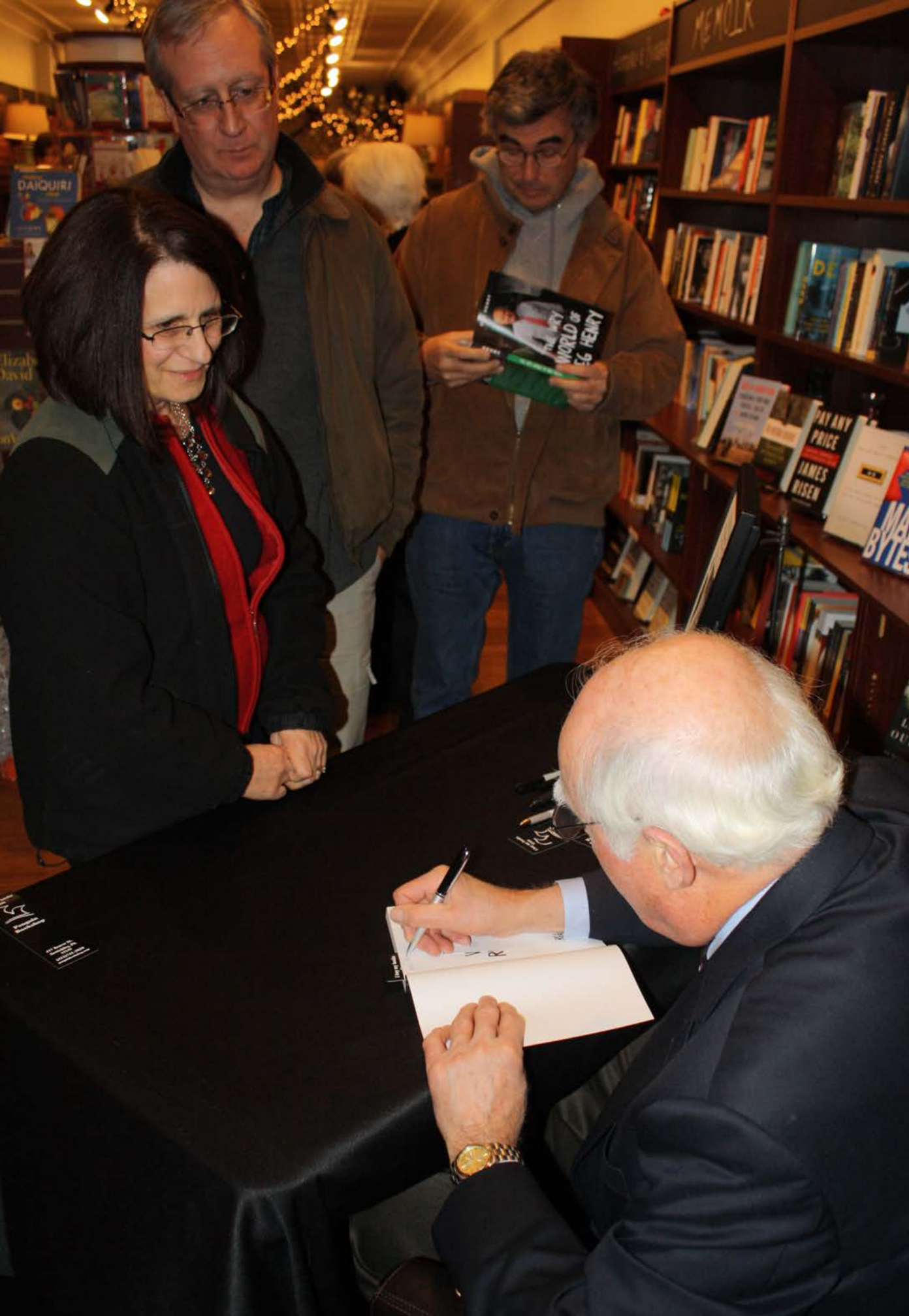
Once an author has approved all of the design selections, the e-book version of the traditional paper book will be created, if the author has elected to have an e-book. Word Association designers are experts at creating e-books that are as beautiful as the printed books.

The continued growth and popularity of e-books makes them one of the fastest-growing segments of the book industry. If you're publishing a book, it is well worth having your book available in both genre's. ■

As a designer, I find it difficult not to judge a book by its cover.

—Jordan Manigo





Getting Your Book Out Into The World

Word Association will place your title with the largest book distributors like Amazon, Barnes & Noble, and Baker and Taylor. This positions your book in the marketplace. However, position in the marketplace, does not automatically mean sales. Book buyers are driven by publicity. So it's no exaggeration to say that if you want to sell your book through traditional channels like Amazon and Barnes and Noble, you've got to get media outlets like newspapers, radio and television programs, bloggers and podcasters, talking and writing about it. There is a lot you can do on your own to



that end and we've designed a solid marketing support menu of products that will help you take your book a long way. These products include a custom designed web site, printed and electronic news releases and sample coverletters, posters, business cards, promotional post cards and more. We also offer coaching services to instruct our authors how to use our marketing materials, including the establishment of an on-line and hardcopy media kit.



If you aspire to bigger things, it generally requires hiring a reputable book publicist—emphasis on the word *reputable*. In the years that we have been in the book publishing business, we have compiled a very short list of truly effective publicity professionals which we are happy to share with our authors.

Word Association fulfills all book orders that come from book distributors and retailers as well as those that come

from individuals. Authors are paid royalties once a year, based on actual book sales.

THINKING OUTSIDE THE BOOKSTORE

Being a self-published author means that you also have the option of selling your books outright. That means you will purchase a quantity of books from Word Association, paying a wholesale rate for them and then re-sell the books yourself, keeping all of the profits. We have hundreds of authors all over the country who sell their books outright. While there are many ways to do this, the most successful authors are those who become public speakers and sell their books as part of their presentation.

If the thought of speaking before a group gives you terrors, fear not. We can get you the help you need to overcome your problem and join the ranks of successful author/speakers. Just ask us. Not only will you be taught how to be a successful speaker but we will walk you through the beginnings of talking about your book to small groups and gradually building your skill and self confidence with larger and larger gatherings. The payoff is well worth the effort.



Wherever an author is speaking, selling your book in the back of the room, after you've delivered a presentation, is an accepted and effective way to do business. (Although we do recommend that you bring someone to do the book selling part and you, as the author, just make yourself available to visit with book buyers and sign your book.)

Many of our most successful authors have never sold a single book through traditional retail channels. They choose direct sales through speaking engagements, selling at regional book fairs and other events, selling on their web sites and other on-line outlets. And why not—there is no middleman to eat away at the profits. Most first-time authors are surprised to learn that booksellers can take as much as fifty percent of the selling price of the book.

Whatever direction you choose, Word Association will be with you all the way with printed materials, web site and social media, and good old fashioned advice.



THE WORD ASSOCIATION MARKETING SUPPORT MENU OF OPTIONS

The publishing contract proposal that you receive will offer you our full menu of marketing support options. Many authors sign a publishing contract and defer choosing marketing support products until they have decided on a marketing plan.

We will help you develop your book marketing plan and will provide you with information on our marketing support products and how to use them effectively. For now, have a look at the assortment we offer.

W E B S I T E D E S I G N A N D M A I N T E N A N C E

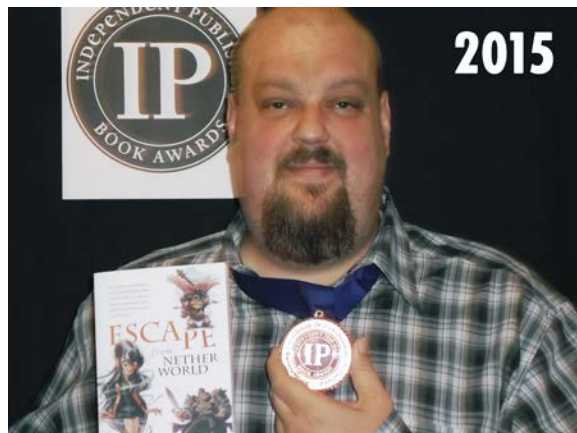
Having an exciting, modern web site for your book is one of the most important things you can do to maximize book sales and provide the media with materials for publicizing you and your book.

Our designers will create a dynamic web site that can become the centerpiece of your marketing strategy.

B A C K T O B A S I C S

Even though email, social media and web sites add powerful new dimensions to book marketing, hardcopy products are still important and helpful .

Hundreds and hundreds of authors all over the country are using our custom designed and printed marketing support products to promote and sell their books.



BELOW IS OUR ALA CARTE' MENU OF BOOK MARKETING SUPPORT PRODUCTS, DESIGNED SPECIFICALLY FOR YOU.

- News Release (full color, single sheet) and sample coverletter
- Deluxe News Release (full color, 4-page fold-over and sample coverletter
- 2-sided full color Business Cards
- 2-sided full color Bookmarks
- 2-sided full color Post Cards
- 11 x 17 full color Posters
- Oversized Posters
- Full lifesize Photo Cut-Outs
- Full color Banners
- Flyers and book order forms
- Personalized Notepaper and Envelopes



A WORD ABOUT AMAZON

WA's Jason Price has become our Amazon go-to guy. He recommends that authors create a free Author Page with Amazon Author Central. "You can use any Amazon account that you already have and go to authorcentral.amazon.com. There you can search and link all your books currently available on Amazon." Jason says that the tools are easy to manage and allow you to upload and share your bio, post your blogs, promote any upcoming book and author events, photographs, videos and your tweets.

You can also encourage your friends and family to write reviews of your book on Amazon. They don't have to be long and they should not be excessively

enthusiastic but honestly, thoughtfully and carefully worded. And don't get upset if someone actually writes a negative comment. In fact, one nationally respected book marketing expert claims that it is actually far more beneficial to have some negative comments than none at all. Rob Eagar, author of "Sell Your Book Like Wildfire" believes "A big loud discussion is better for generating public interest than a quiet civilized discussion that no one ever hears." ■





A Quick Summary

O N E

Create your manuscript in Microsoft Word.

T W O

Write in simple manuscript style with fewest possible design elements such as tabulations, bullets, and spacing at the end of sentences. Later in the design process you can provide your designer with any specifications you may have.

T H R E E

Send your manuscript to us electronically (email) or through the mail on a CD or USB drive. Hardcopy is accepted for initial review but in order for work to begin, it must be re-submitted to Word Association in digital form in Microsoft Word.

F O U R

Include copies of any photographs and/or illustrations you may have. (please do not send originals of photographs, illustrations or manuscripts)

F I V E

You will receive a contract proposal outlining all costs and options available.

S I X

Once you have chosen the WA options you want for your book project, sign the contract and send it in to us.

S E V E N

One of our editors will be assigned to your book project.

E I G H T

You will have an opportunity to work with your editor on suggested re-writes and other changes to be made to your manuscript.

N I N E

Once you are satisfied that your manuscript is letter-perfect, you will give your permission for it to be released to our design department.

T E N

As your manuscript is about to transfer into design, we will obtain your copyright, ISBN number and all other necessary credentials.

E L E V E N

Your designer will provide you with options for a custom front and back cover and your book's interior design. Once you have made your selections, the designer will begin the process of preparing your manuscript for production.

T W E L V E

You will have the opportunity to review your finished manuscript in final layout form. Your designer will make any corrections you indicate

T H I R T E E N

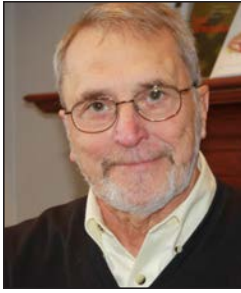
When you are satisfied with the cover and interior design, and layout, you will be asked to sign a final release, sending your book into production.

F O U R T E E N

Your perfectly finished books should arrive in four to six weeks.



Who Are You Guys?



DR. THOMAS COSTELLO earned his PhD in English from Michigan State University and taught writing and literature at Northwestern. As co-owner and director of Word Association Publishers, he makes it a point to be accessible to authors throughout the entire process of publishing their book. Many authors have come to Tarentum, Pennsylvania, from all over the country for a face-to-face meeting with him. Over lunch at the historic Tarentum train station, Tom will discuss writing, production, contractual matters, marketing plans—whatever the author cares to review. Whether on the phone, by e-mail, or over a sandwich, Tom will take the time because he knows that when it comes to publishing a book you have written, it isn't just business, it's personal.

Tom encourages our editors and designers to share with authors their knowledge, experience, and creativity while maintaining the integrity and intent of each author's unique work. The result is a team effort to make each book the best it can be. "Though self-publishing dates back to Benjamin Franklin and beyond, somehow, over time, the quality of writing and craftsmanship has been lost," says Costello. "I like to think we've been part of a revolution that has changed that." ■



FRANCINE COSTELLO, Tom's wife and business partner, oversees all writing and editorial services at Word Association Publishers. "Our company is rooted in high quality writing, whether it is assisting authors with their manuscripts through editing, ghost writing, or in the creation of effective marketing materials. I make it my business to see that

all of this is the best it can be."

She began her career as a writer of commercial copy in Pittsburgh radio and continued on as a news and feature writer/producer for CBS news, Chicago. "I was that person with stacks of newly-released books on her desk, making the decisions about which authors were called for an on-air interview." She knows what gets authors those all-important media interviews and she knows how to coach authors so that they make the most of such marketing opportunities.

Along with Tom, Francine is a parent and grandparent to three adult children and four grandsons. Besides all of the Word Association authors, her favorite writers have always been and will forever remain, Ernest Hemingway and Jane Austin. ■





NAN NEWELL is an editor par excellence. Relying heavily on her trusty *Chicago Manual of Style* to settle questions of correct usage, she also makes a point of getting to know each author so that she can edit according to that author's personal style. She is picky, but in the best possible sense, cutting out unnecessary words, suggesting alternate wording, querying the author when something could be made clearer.

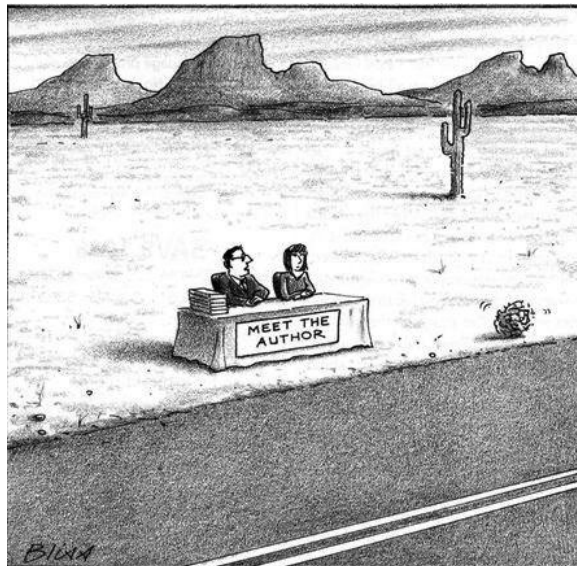
"I know I can be obsessive about language," Nan admits, "but I'm not just a fussbudget about spelling, punctuation, and grammar. I also care deeply about helping an author find just the right words to convey what he or she means." Writers who have had the benefit of Nan's craftsmanship tell us how much they wind up enjoying the editing process and are delighted with the results. Her approach is low-keyed, tactful, and consistently positive, and her objective is to make every book that has our imprint the best that it can be.

Before joining us, she worked as an associate producer and writer for Mister Rogers' Neighborhood, where she met her husband, David, better known as Mr. McFeely, the "Speedy Delivery" man. They have three grown children. Nan spends a good part of each year in Oaxaca, Mexico, where she is a certified teacher of English as a Second Language and where, thanks to the Internet, she is also able to continue her work as an editor for Word Association. ■



KENDRA WILLIAMSON edits because she loves the English language and helping people communicate their ideas. As a writing tutor and teacher, she found that one of her passions is helping people explore and express ideas through the written word. Her training comes from a degree in English linguistics, so she has an appreciation for language history, structure, and variation, coupled with a minor in editing, which has trained her in issues of correctness, style, and form. Her editing and writing experience has ranged from technical research papers to historical essays to entertaining travel articles.

Aside from writing and editing, Kendra has too many hobbies for one person to have time for. She loves to draw, paint, and create in other ways, and she looks forward to any opportunity spend time with her husband in the outdoors, whether it's going on a walk, running, hiking, backpacking, camping, learning wilderness survival skills, or trying something completely new altogether. She and her husband live in Pittsburgh, Pennsylvania, though they both hail from the Midwest originally. ■



"You are, without a doubt, the worst publicist I've ever had!"



ELIZABETH PAGEL-HOGAN is a writer, editor, social media manager, runner, triathlete, knitter, official dessert taste-tester, wife of Edward and mother of three boys in Pittsburgh, PA.

Her forays into publishing began in seventh grade when she created her elementary school's first literary journal. In college, she was a writer then editor of the Sports section for *The Flyer*, Salisbury University's student newspaper.

In graduate school, as she earned her Master of Arts in American History, she also guided undergraduates through the arduous process of producing grammatically correct and argumentatively sound research papers and unearthed both heart-breaking examples of plagiarism and thought-provoking examples of innovative historical analyses.

As the owner of Sweet Tooth Communications, LLC, she provides business writing and editing services for a variety of clients but has a special place in her heart for parenting and running-related topics.

Elizabeth's writing has appeared in *Family Fun* magazine, the *Western PA Historical Magazine* and she is a regular contributor to the online magazines *Kidsburgh* and *Pop City Media*. She is the author of *Dinosaur Boogie*, *The Bumpy, Grumpy Road*, *My Food Notebook*, and *Thanks! 100 Wonderful Ways to Appreciate Volunteers* all available at ThreeBirdsBooks.com.



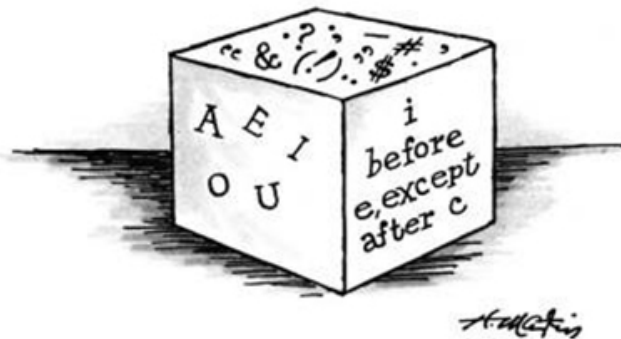
After a twenty-one-year stint as associate editor and editor of a religious publication aimed at a lay audience, **MARTIN MCHUGH** has turned to full-time freelance editing to keep himself busy.

He earned a master's degree in ancient Greek history at the University of Illinois in Champaign/Urbana and worked as a director of a graduate dormitory and as a commodities broker in Dallas. These experiences are in part responsible for his knowing all kinds of arcane but sometimes useful information, such as that there are nine, not three, Muses and what exactly a "spread" is in the silver market.

He turned to editing and publishing, working at Southern Methodist University Press in Dallas and Company magazine in Chicago before putting out his freelance editor shingle.

He lives in Chicago with his wife, Dorinda, a Texan, and their sons, Alex and Damon. ■

WRITER'S BLOCK





JASON PRICE knew from an early age that he would pursue a career in the diverse field of the graphic arts. Inspired by Disney animation, Jason's path eventually led him to graphic design. He studied visual communication and design at Purdue University before returning to his beloved Pittsburgh where he completed his academic career with a Bachelor of Science degree in graphic design from LaRoche College and their esteemed program accredited by the National Association of Schools of Art and Design.

Jason brings a great deal of talent, sophistication, and enthusiasm to the Word Association team. "It is not only a joy to work with the creative people on staff, but also the many expressive authors that we come in contact with on a daily basis."

Jason enjoys art in every form. In his free time, he frequents local art centers and galleries polishing his drawing and illustration skills while absorbing the cathartic powers of good music. ■





APRIL URSO is also a graduate of LaRoche College in Pittsburgh. She holds a bachelor of science degree in graphic design and communications, and credits her career choice to her grandfather, who gave her his old Apple II computer when she was a child. It was that hand-me-down that sparked in her a passion for technology, while it was Disney and Pixar animation that provided her with her earliest artistic inspiration.

April's work ethic, calm demeanor, and interpersonal skills were honed during her after-school and summer jobs, which included being a chocolatier, a dog groomer, and manager of a busy video-game store. She enjoys reading, designing and creating plush toys, and playing video games.

April also designed the Word Association website. Clients interested in having their own website should contact us for information and pricing. ■



"I thought it was pretty good, for a book."



GINA DATRES has been a graphic designer for over twenty years. She began her career with CBS television as a children’s illustrator for PicturePages, an educational segment on The Captain Kangaroo Show, hosted by Bill Cosby. Gina has also worked as an art director and graphic designer for several premier design firms in Pittsburgh. Her strengths in typography and imagery earned her a year of graphic design study in Basel, Switzerland.

Her work has been published in Print Magazine, Communication Arts, How Magazine, Graphis, and The Association of Illustrators Annual. She has collected a wide range of regional and national design awards throughout her career, and is currently a member of the Pittsburgh Chapter of the American Institute of Graphic Artists (AIGA).

Gina is a favorite with Word Association authors who are looking for strong visual concepts. Her book cover designs and fresh interior ideas get raves. In her free time, she haunts art galleries, shows, museums, book stores—anywhere she might absorb fresh and exciting ideas.

Gina, husband Jimmy, and their daughter Cristina share a home with their feisty grey tabby named Simpee. ■



ROD BESKITT supervises our bindery. He received a degree in commercial art from Oakbridge Academy of Art, where he also taught classes in illustration. Having worked in such diverse settings as an art department, a print shop, and an art gallery, Rod has experience ranging from graphic design to custom picture framing. All this gives him an appreciation for following a project from conception to presentation. He has been with Word Association since 2003, and is our quality control guiding light.

Rod and his wife, Sue, met in art school and have been married for over twenty-five years. Rod has a passionate interest in and impressive knowledge of music and film. ■

NANETTE WOITAS is a longtime employee of Word Association. Originally trained in computer programming and repair at the University of Pittsburgh, she has enjoyed tinkering with machines since she was a child. “Working in the bindery gives me the chance to put to use all my knowledge and training,” she says. “I love every part of the shop—the crazy deadlines, the hard work, and most of all, the people.”



As Word Association’s reigning queen of perfectionism, Nanette is also known affectionately as “Mom” by the staff. She not only works with glue, but is herself the “glue” that holds it all together among the staff. ■



What People Say About Us

Dear Tom,

I wanted to write to tell you how pleased I am with Word Association Publishers and your fantastic team. As you know, you have been publishing my legal advice books for years, and now you are publishing books for attorneys and other businesses all across the United States and Canada. All of these folks have learned that a book is the most powerful business card ever invented. What most do not know is how easy you make it for any business owner to become the respected authority in their field by writing a book. I would highly recommend that any business owner who recognizes the value in having a book published schedule a short consultation with you so that you can explain to them how even a bunch of very, very busy lawyers has been able to become the respected authorities in their fields and in their locations. Again, thank you for helping me be able to turn ideas into books in a matter of weeks, not months.

Very truly yours,

Benjamin W. Glass,

Great Legal Marketing, LLC

The Truth About Lawyer Advertising, Renegade Lawyer Marketing, Five Deadly Sins That Can Wreck Your Accident Case, Why Most Malpractice Victims Never Recover a Dime, Robbery Without a Gun

Thank you for the brilliant new cover to *Winging It*. I could write an essay on its many virtues.

Dyna Macha, *Winging It*

The book Word Association Publishers produced for me is beautiful—far exceeding my expectations. And, I couldn't have asked for a more professional or helpful staff to work with.

Jane Garret, *Market Basket*

Thank You! The books look better than I had imagined! I just had to get tell you—Thank you for all your help, patience, and creativity! You are amazing! Thank you so very much! We both are very pleased! You are appreciated! You will be included in our toast to the book and to all of the hard work that went into it.

Nancy Hunter and Jeff Meldon,

The Seven Biggest Mistakes That Can Wreck Your Florida Accident Case

Tom,

I just wanted to let you know that I've been working with Jason on your team. He has been great! He is timely and flexible and consultative. His professionalism and courtesy is appreciated. As we write more books we will surely use Word Association if we can work with people like Jason. Thanks for having him on our project.

Jeffrey A. Berk, *Human Capital Analytics*

Darling Lady [Nan],

To say I was overwhelmed and overjoyed with the book would both be understatements. It is as I had wanted it to be and even better. You, Tom and Gina have honored me, along with Alvin [his co-author] of course, with this marvelous book. I will always be thankful for your expertise and understanding of what I have actually been. I was shocked to read it with such joy and the photos are so well placed and make sense. Thank you, thank you, thank you all. It is one of the most wonderful things to have happened to me in my life.

A grateful, choking up,

Ed Nelson, *Beyond Peyton Place*

Since this is my first book, I have learned an abundance of information about the publishing process and realize that no project comes to life without a great publishing team. I would like to express my gratitude to Dr. Tom Costello. His company led me through the publishing process, was...user friendly while answering...questions, and even provided direction when I lacked experience about specific publishing details.”

Rodney Cruce, *Cold Hard Facts LDAC*

Francine...*A Mississippi Morning on Bluebird Hill* would not be the book it is without your editing expertise. Observing the chickens and writing the stories was a joyful job for me. I am so fortunate to have you as my editor for this book as well as the other four. You were able to put my thoughts on paper in a way I would have never been able to do. And—Gina...put the finishing touches to the labor of love you and I share for this book...the box that I just opened had a sweet note from Nanette—Bindery. Please tell her I really appreciated her note and everything she is doing to get my books to me in top notch shape. She just adds to the total package of a job well done that I have received from Word Association. You have just proven to me again that if it is not right it will be fixed.

Billie Remson,

A Mississippi Morning on Bluebird Hill

A Mississippi Spring on Bluebird Hill

A Mississippi Summer on Bluebird Hill

A Mississippi Autumn on Bluebird Hill

A Mississippi Winter on Bluebird Hill

WA WORD ASSOCIATION
PUBLISHERS

205 EAST FIFTH AVENUE
TARENTUM, PENNSYLVANIA 15084

T 800 827 7903

F 724 226 3974

WWW.WORDASSOCIATION.COM

WA

RAVE REVIEWS

“Dear Tom, I wanted to write to tell you how pleased I am with Word Association Publishers and your fantastic team. As you know, you have been publishing my legal advice books for years, and now you are publishing books for attorneys and other businesses all across the United States and Canada. I would highly recommend that any business owner who recognizes the value in having a book published schedule a short consultation with you so that you can explain to them how even a bunch of very, very busy lawyers has been able to become the respected authorities in their fields and in their locations. Again, thank you for helping me be able to turn ideas into books in a matter of weeks, not months.”

Benjamin W. Glass,
Benjamin W. Glass III & Associates PC,
Virginia. Author of *Buying Car Insurance*,
*Five Deadly Sins That Can Wreck Your
Injury Claim*, *Everything the Marketing
Vultures Understand about Marketing
Your Law Firm*, and *Why Most Medical
Malpractice Victims Never Recover a Dime*.

“From beginning to end, the staff at Word Association Publishers made the process of writing my books enjoyable. The finished product continues to exceed my expectations and I look forward to working with them on all our future projects.”

Jeffrey Meldon, Florida Accident Attorney
Author of *Seven Mistakes That Can
Wreck Your Florida Accident Case, Ways
to Possibly Avoid a DUI Charge or
Conviction, and Buying Florida Auto
Insurance*.

“I can't tell you how easy and pleasant it has been to work with you and your guys. It has been a lot of fun. Thank you.”

Clark Speaks
Author of *BUSTED by the Federal
Authorities*

“Even though I am a lawyer, when I first spoke to Tom Costello at Word Association, I was intimidated. Tom patiently answered my questions and eased me through the process of publishing. Their editing was outstanding. The book looks great on my shelf and on Amazon. I highly recommend Word Association. They are very good at what they do.”

Miles Mason
Author of *The Tennessee Divorce Client's
Handbook*

WA

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