

3 Things Every Publisher Must See to Say “Yes”

from *Margot Starbuck*

In order to say "yes" to a writer's nonfiction book, publishers need to see 3 things:

1. A Fresh Concept

Your concept is the—fresh, unique, compelling—premise of your book.

The best books serve readers by presenting a timeless truth with a vibrant fresh angle. When publishers read these proposals, they say, "Hmmm...I haven't heard it put quite this way before."



2. A Growing Platform

Your platform is how you're reaching readers.



You must demonstrate that you are building an audience. This might be reflected in social media numbers, speaking gigs, podcast listens, etc. Show a publisher that you're being intentional about reaching folks who will one day buy your book.

3. Strong Writing

Your writing is how you organize and express your unique concept.

Your words capture the reader's attention by engaging him or her with effective and well-organized writing.



Q: Do I Need All 3?

A: Yes. Occasionally a publisher will take a risk on a brilliant writer who is working to grow her little platform, but that's rare.

If your proposal *lacks* one or more of these three, it will be hard for a publisher to say "yes". If your book proposal demonstrates that all three of these elements are robust? It will be hard for a publisher to say "no"! **Ready to take your next step?**

Yup, let's do it.

