



# Writing Successful Self-Help and How-To Books (Wiley Books for Writers Series)

*Jean Marie Stine*

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- \* Structure and Style
- \* Clear, easy-to-understand exercises
- \* Creating catchy and compelling titles, subtitles, and chapter headings
- \* Using lists, charts, and graphs to maximum effect
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- \* Writing a proposal that sells
- \* Negotiating permissions for quotations, photos, and illustrations
- \* Preparing your manuscript for presentation to a publisher

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