



Writing books: Message, Structure and Market

Are you hoping to write a book? You have your basic ideas and loads of information, and now need to organise them so that the book flows well, has no repetition and misses out none of the important points.

This course gives participants a structured approach to planning your book and helps you take control over large writing projects.

This six-hour course enables participants to:

- identify various readers and decision-makers,
- determine the key message for the book,
- determine a set of subsidiary messages,
- create a structure that incorporates all your information in a reader friendly order,
- control the way that information flows through the book,
- understand the benefits and disadvantages of literary agents,
- have an insight into the elements contained in standard contracts, and
- write a 'pitch' that has the right components to interest a publisher.

You should come on the course if you:

- are wanting to write a book, but are unsure where to start,
- have started writing a book and have got stuck,
- need help in structuring and writing a book, and
- are worried about dealing with book contracts.

Participant comments

"Involved the audience a lot, so we were not just sitting and listening. Very enthusiastic presentation."

Lecturer, University of Reading

"Very clear, interactive session delivered with endless enthusiasm. The course has helped me a great deal."

Lecturer, UCL

To book a course
or ask questions
contact Veronica Brown

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