

A man and a woman in business attire standing back-to-back with arms crossed. The man is on the left, wearing a light grey suit and a white shirt with a yellow tie. The woman is on the right, wearing a dark grey suit and a white shirt. They are both smiling and looking towards the camera.

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the
lawyer
who
wrote
the
BOOK
on
it**

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WA WORD ASSOCIATION
PUBLISHERS
by Tom and Francine Costello

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**Be the
One**

WHAT ARE YOU WAITING FOR?

Be the one who wrote the book on it. Be the one who is thought of first as the expert in the field—*your* field. Writing a book about what you know, how you became successful, what you have to offer a client, can be the best investment you make in your career and professional standing. There are several productive, even brilliant ways you can use your book to your greatest advantage.

Writing a book about what you know is exactly what you need to take your success 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. Donald Trump has his name on giant skyscrapers. He has had a hit network television show. And, by his own words, he can and maybe one day will, fund his own presidential campaign without taking a dollar from any outside source. Still, the man writes books. And he isn't alone.

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, laboratories, or factories for the podium or microphone, but they use their book to expand their professional reach. And that reach does sometimes extend all the

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.

way to the stars. 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 began as self-published authors.

Most recently, Paul David Nussbaum, a clinical neuropsychologist 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 always 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 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 consulted for a news story or in a newspaper or magazine article. Of course, 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. ■

Using Your Book for Success by Giving it Away

‘I read your book and I want you to be my lawyer.’ So I took the case and ended up winning a \$500,000 settlement...’

HOW ABOUT USING MY BOOK FOR PROMOTIONAL PURPOSES ONLY?

Many lawyers, like the one quoted above, market their legal advice books as informational give-aways. This type of book, which is usually not more than thirty to fifty pages, generally focuses on only one legal specialty, such as auto accidents, nursing home abuse, or DUI. In this way, a personal injury lawyer may have five or six different books, each featuring a particular area of the practice. Each one providing a perspective client with everything he or she needs to know about a particular area of law and how that lawyer handles such cases.

Over the years we have published books for hundreds of lawyers throughout the country who are using them in this way with great success. The proof is the extraordinarily high number of lawyer-authors we have published whose books are routinely updated and re-printed by the thousands.

Think about it—waiting rooms, front counters, and lobbies are littered with brochures. Professionals and business people do all they can to cram a lifetime of experience and expertise into the traditional tri-fold, six-panel brochure, but it never truly does the job—even when you produce separate brochures on various subjects.

Writing a book that explains all that you have to offer can win a client or customer like nothing else. Much of what you may say in a meeting or on the phone can be forgotten or misunderstood. But a

book can detail and outline facts that the prospective client can read again and again. It can offer photographs, examples, illustrations, charts, graphs, and testimonials. It can give the reader a clearer idea of who you are, where you came from, and detail your philosophy of doing business. Like a protagonist in a good book, you as the author become known, familiar, respected, and trusted.

When that reader must make a decision, who do you think they will choose. Clearly, it is the expert or professional who is best known to him or her, who has taken the trouble to explain and illustrate all a client needs to know to make an informed decision.

A lawyer who recently re-ordered his book told us, “That first printing of books you did for me more than paid for itself. A man walked into my office saying, ‘I read your book and I want you to be my lawyer.’ So I took the case and ended up winning a \$500,000 settlement for that man. All from the book.” ■

Getting Out in the Open Market

If you plan to sell your book on the open market, Word Association will have your title placed with the nation's largest book distributors and we have great success getting our titles into the systems of the big booksellers such as Amazon, Barnes & Noble and Ingram Books. This positions your book in the marketplace. But an author must always keep in mind that nothing gets the attention of booksellers like great publicity. Even sales reps working for the big commercial houses sometimes struggle to get a new title into the major stores, until that author shows up on talk shows or is written about in newspaper and magazine articles. Then the tables turn as booksellers clamor to get that title on their shelves.

A more specialized type of business book places the author as the instructor or mentor in his or her field. These authors do well direct-selling their books through trade associations and professional publications and they are in demand as speakers at conventions and seminars.

Whether an author is speaking at a luncheon for twenty or a convention for twenty thousand, selling your book after you've

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delivered a presentation, in the back of the room is an accepted and effective way to do business. Many a successful author has never sold a single book through regular retail channels. They choose direct sales, through speaking engagements or selling on their web sites because there is no middleman to take their cut and 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. And then there are the dreaded returns. It is standard practice in the book business for publishers to give booksellers the privilege of returning unsold titles within ninety days.

The reality is that selling books through traditional channels requires a great deal of publicity in order to generate the volume of sales it takes for the author to earn a respectable profit. It's hard work and it requires a lot of energy and enthusiasm, but it can be done and we have many authors doing it every day. ■

A Very Different Type of Publisher

WHY CHOOSE WORD ASSOCIATION?

We created 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. 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. (We didn't create the system, we just try to explain the way it works.) If all of this isn't daunting enough, we must warn you that if you do happen to find an agent who is too accepting of first-time authors, particularly one who charges an up-front fee, beware—in fact, run!

On the other side, until recent years, self-publishing companies were mainly vanity presses, taking no responsibility for content or quality. They merely turned manuscripts into books. Therefore, the self-published book got little respect in the market.

That has changed today but only up to a point. Even though a number of new-breed self-publishers has entered the market and taken the business far from the old vanity-press business model, there are still many out there who are little more than the old-style, pay-to-publish presses with glitzy web sites. Some of these self-publishers—yes, even those who are associated with huge traditional publishing houses and famous-name book seller—are good at cranking out eye-catching titles at dizzying speeds and lower rates, in cookie-cutter fashion. Authors deal primarily with a sales representative and have little, if any, interaction with editors and designers. While this type of self-publishing company may be enticing to some, many come away frustrated and dissatisfied

with their lack of choice and the quality of the final product. In addition, the decision makers in the world of book publicity, marketing, and bookselling aren't fooled for a minute. Thankfully substance and creativity are still pretty much the standard in the book world.

Our company stands out because of our clear focus on good writing, the art of design, and quality book production. Regardless of your subject or genre, the quality of the language, research, subject organization, grammar, punctuation, and clarity count enormously at Word Association. No one ever says: That book was poorly written, disorganized, superficial, and full of grammatical errors, but I enjoyed it anyway. Or: It was so complex and filled with jargon and technical terms that I couldn't understand half of what the author was trying to say, but I would still highly recommend this book.

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 into the marketplace with a book that is the absolute best it can be. Writing and publishing a book is like nothing else because it has a life that goes far beyond the business brochure, the web site, or the speech. 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.

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 soon as it is humanly possible. (And we emphasize the human aspect of this.)

Recently, one of our designers answered the phone at about quarter to six in the evening, Eastern Standard Time. The caller was stunned to hear a live voice. “I can’t believe that you answered the phone this late in the day,” he told her. “Are you able to talk to me or are you about to leave?” She said that she had plenty of time and would be happy to talk with him and answer his questions, and it was then that he told her what a trial he had been through, phoning one self-publishing company after another and getting nothing but voicemail, even when calling in the middle of the business day.

Initially, all authors deal directly with either of the two of us, Tom or Francine. As your manuscript works its way through the Word Association system—if you have contracted to work

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.

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.*

“Julie and Theresa, We just received our printed books in the mail. I just want to thank both of you so much for all of your efforts and great work. You both gave us such customized attention that at times I felt like we were your only clients. Thank you again for superior service and I look forward to working with both of you again on the next few books we plan to publish with *Word Association Publishers.*”

Joseph Hanyon,
MHK Attorneys
Author of *What Every Pennsylvania Worker Needs to Know About Workers' Compensation, 10 Biggest Secrets to Winning Your Pennsylvania Car Accident Case,* and *What Every Woman in Pennsylvania Should Know about Divorce.*

“I’ve been very impressed with *Word Association’s* work on my novel; Theresa and then Jason have been in touch with me every step of the way as the book begins to take shape. I’m very excited in seeing the final product.”

John R. Dabrowski,
Author of *To Sup With the Devil*

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