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## **Writing Books and Due Diligence**

by Dan Poynter

Before you try anything new, get educated.

“Buying a few books and attending some seminars are cheaper than a mistake.”

-- Mindy Bingham, Author and publisher

Remember that in any new field, especially book writing and publishing, others have blazed the trail for you.

Anyone who's been in publishing for a while can relate a number of stories of people who stumbled and blundered into the book game without getting sufficient information first. These pioneers have made just about every mistake imaginable. Profit from their (temporary) failures.

“It's unfortunate when someone makes a mistake but it's unforgivable when a mistake is made a second time.”

-- Dan Poynter

The book industry is full of helpful and supportive people. You may not expect this because this kind of camaraderie does not exist in other industries. The reason that book people are so helpful, friendly and supportive is that every book is unique. There is little to no competition in book publishing. When it comes to marketing books, we are conspirators not competitors.

Please urge anyone thinking about writing or publishing a book to buy several books, attend many seminars, join several listservs and to get as much information as possible. These investments cost less than a mistake.

 **Writing periodicals:**

**Dan Poynter** does not want you to die with a book still inside you. You have the ingredients and he has your recipe. Dan has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. For more help on book writing, see <http://ParaPub.com>.

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 **Professional Speaking periodicals:**

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