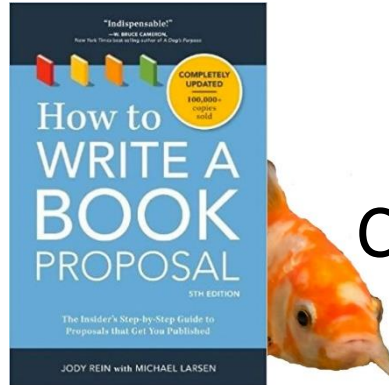


# [The How to Write a Book Proposal, Fifth Edition](#)

Fish Pun



Campaign!

*Provided by Jody Rein, author, agent and publishing consultant.*

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Writers take the publishing process Very Seriously. Of course, we must all approach writing and promoting our work professionally, but sometimes a light touch can build connection with your readers, and lift your own spirits.

Our book on proposal-writing provides a wealth of insider industry advice on the entire publishing process, from idea to query to pitch to promotion. That's a lot of heavy info, so we popped in plenty of jokes and a few silly footnotes. Hidden in one is an offer to send us a fish pun to win a prize.

The puns are swimming in. When we hook one, we promote on Twitter and Facebook, and ask for retweets from our publisher, fish people, writers, anyone. Everyone gets a laugh and the book gets positive attention. This is a low-hanging fruit (or high-feeding fish) kind of promo for folks like us who have little time. It may not generate big sales, but it gives us something fresh to say about the book from time to time and lets us connect with our readers in a very personal way.



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