INDEX

```
Α
                                                     agreement for services. See publishing agreement,
                                                         article
accounting clause, 105-107
                                                     Amazon.com, 94, 102, 143, 283, 313, 339, 345,
accounting period, 101-102, 106, 107
acknowledgments, 299-300
                                                     answers to questions and problems, 307
acronyms, 169-170
                                                     antecedents, 273-274
Adobe Acrobat, 331
                                                     anthology rights, 93
Adobe FrameMaker, 198
                                                     appendices, 90, 306
Adobe Illustrator, 195, 198, 321
                                                     article, parts of
Adobe InDesign, 198
                                                         artwork, 187, 192-193
Adobe Reader, 331
                                                         byline, 125, 295, 298, 305-306, 321, 322
Adorama Camera, 204
                                                         closing, 180-182
advance, against royalties, 104-105
                                                         credit line, 198, 300
advance clause, 104-105
                                                         headings and subheadings, 162-164
advanced reading copies, 328
                                                         opening, 158
adverbs, 272
                                                         production notes, 184-185
age references, 227
                                                        sidebars, 218-219
agents
                                                         tables, 188-192
   author-agent agreement, 83
                                                         transitions, 175–180, 275
   dishonest, 80
                                                     articles. See technical articles
   finding a reputable, 81
                                                     artwork
   function of, 48, 78-80
                                                         bias-free principles in, 229-231
   hiring to negotiate publishing agreement,
                                                         deciding whether to include, 211
      131-132
                                                         effective, 214
   traits of reputable, 80
                                                         figure captions and numbers, 209
   usefulness to beginning writers, 79
                                                         illustrations vs. text figures, 192
   when to use, 79
                                                         importance of, 187
agreement, publishing. See publishing agreement,
                                                         line drawings, 193-198
   article; publishing agreement, book
```

naming, 210–211 photographs, 202–207 proofing, 329 purpose of, 192 referencing, 210 screenshots, 198–202, 214 storing and submitting, 210–211 text figures, 207–208	author's discounts clause, 107 Author's Guild, 314–315 author's warranty and indemnity clause claims of violation of, 96 defined, 95–97 limiting financial liability in, 96 negotiating, 96–97 author's warranty clause, 125–126
attorney	
advice of, 86, 122, 131, 232 copyright, 88 fees, 99, 100, 126, 234 intellectual property, 132–133, 261, 289	B B&H Photo Video, 204 back matter defined, 90, 156, 306
publisher's, 117, 129, 133	elements of, 306–312
audience, target, 138-140, 156, 157	front matter and back matter clause, 90–91
author	as marketing tool, 298
compensation for technical articles, 35 complimentary book copies, 107–108 credentials, 39–40, 56, 63–64 discounts on book purchases, 107, 108 indemnity, 96, 126 likeness, use of, 124–125 proof alterations, 335–337 relationship with, 144–145 responsibilities during publication process, 298 reversion of publishing rights to, 95 royalties, 100–107 warranties, 95–95, 125–126	as marketing tool, 298 preparing, 298, 306–312 backing up your writing, 9–10 Barnes & Noble, 94, 102, 339, 350 bias-free text age references in, 227 avoiding stereotypes in, 228–229 and balanced illustrations, 229–231 considerations for writing, 230 disability references and, 226–227 ethnic and racial group references in, 228 gender-neutral words in, 223 gender-specific terms/pronouns and, 224
author-agent agreement, 83	guidelines for writing, 223–229
AuthorCentral, 345	importance of, 222–223
author questionnaire about the author section, 134–136	plural constructions for, 224, 225 "woman" as adjective and, 226
about the book section, 136–138 about the competition section, 138	bibliography, 90, 308–309
about the competition section, 138 about the market section, 138–140	binge writing, 26
about the market section, 136–140 about online promotion/publicity opportunities section, 143–144	blogs, 143 Boice, Robert, 12 hook parts of
about traditional promotion/publicity opportunities section, 140–142 purpose of, 133 typical structure of, 133–144 author's alteration clause, 336	book, parts of acknowledgments, 299–300 answers to questions and problems, 307 appendices, 90, 306 artwork, 187, 192–193 back cover, 138
author's alterations, 335–337	back cover, 138 back matter, 90, 156, 298, 306–312
author's copies clause, 017-108	bibliography, 90, 308–309

closing, 180–182	breach of contract, 115
colophon, 311–312	bundled sales rights, 93, 103-104
copyright page, 90, 299	Burgess, Anthony, 277
dedication, 299	byline, article, 125, 295, 298, 305–306, 321, 322
endnotes and footnotes, 206-307, 330	
first sentence, 158	С
foreword, 300–301	camera-ready art, 192
front cover, 137, 301, 312	captions and numbering, 190, 209
front matter, 90, 156, 298-306	cause of action, 232
glossary, 90, 307–308	Chapter 11, 120
headings and subheadings, 162–164	chapters, 156
index, 90–91, 309–311	Chicago Manual of Style, 251–253, 309, 310, 311
introduction, 90, 156, 160	331, 388
lists, 169	clichés, 170–171
opening, 158–162	closing, article or chapter
paragraphs, 164–165	creating, 180–182
preface, 90, 160, 301–302	examples, 181, 182
production notes, 184–185	importance of, 180
sentences, 166–167	methods of, 180
sidebars, 218–219	collaboration, 175
table of contents, 90, 300, 330	colophon, 311–312
sidebars, 218–219	color, avoiding use of, 196
tables, 188–192	communication tips, 146–148
title page, 90, 299	compensation
transitions, 175–180, 275	for technical articles, 35
book club rights, 92	for technical books. See royalty
book proposal	competing works clause, 108-109
cover letter, 69	competition, 138
cover letter example, 70–71	complimentary book copies, 107–108, 343–344
crafting, 52–75	compositor, 184
examples, 57–58, 333–382	compositor corrections, 335, 337
following up on, 75–77	computer and electronic media rights, 94
length, 57–58	computer program listings. See program listings
rejection of, 77–78	computer screenshots. See screenshots
steps involved in evaluating, 71–72	condensation, digest, and abridgment rights, 93
withdrawing submission of, 74–75	contract. See publishing agreement, article;
writing sample with, 57	publishing agreement, book
book publishing rights, 91–95	contractions, 173–174
books. See technical books	copy edit
books recommended for writers, 387–390	defined, 325
Books24x7, 103	reviewing, 325–327
Books-a-Million, 350	copyright
bookstores, 107, 141, 142, 344, 345, 350	advantages of registering, 99-100
Braille or talking book rights, 93	in author's vs. publisher's name, 99–100

defined, 91, 98–99, 244–245 duration of, 109 and the fair use doctrine, 249–253 infringement, 243–261 infringement suit, 99 non-U.S. laws related to, 247 notice, 247, 248 notice clause of publishing agreement, 98–100 ownership, 245–246 page, 90, 299 public domain and, 247–248 registration, 99–100, 136	innocent dissemination and, 237 negligence and, 237 overview of, 231–233 public figures and, 232–233 testing writing for, 234–238 valid defenses against claims of, 235–237 ways to reduce liability for, 238–240 delivery date, manuscript, 88–89, 121–122 dictionary, 388 diffraction, 205 direct mail or direct sale rights, 93 disability references, 226–227
symbol, 247	_
term of, 246–247	E
and work made for hire, 245–246 Copyright Act of 1909, 246. See also U.S.	e-books, 102, 114, 119, 339
Copyright Act of 1909, 240. See also O.S.	editions, new, 92, 107, 109–111, 136, 260, 301,
Copyright Act of 1976, 246. See also U.S.	302, 350
Copyright Act	editor acquisitions, 51, 53, 54, 58, 59, 130, 144,
copyright infringement	149–150
defined, 243–244	associate, 144
as distinguished from plagiarism, 243-244, 253	author's relationship with, 144–145
legal implications of, 244	commissioning, 72
copyright notice clause, 90–91	contacting, 60
copyright page, 90, 299	copy, 325–327
copyrighted material	managing, 35, 130, 144, 149
defined, 245	as reader's advocate, 293
obtaining permission to use, 87–88, 253–258	role of, 144–145
permission form for, 256–257	section, 37
reworking, 383–385	subject, 144
use without permission, 244	working with, 144–152
CorelDRAW, 195, 198, 321	editing
cover	changes, 152
back, 138	copy, 325–327
front, 137, 301, 312	developmental/comprehensive, 325
credit line, article, 298, 300	substantive, 325
cross-accounting clause, 112–113	Elements of Style, 251, 276, 387
D	employer-owned rights, 122
D	Encapsulated PostScript (EPS) files, 198
dedication, 299	endnotes, 306–307
defamation, libel, and slander	endorsements
defined, 231	defined, 312
fair comments and, 236	obtaining, 312–320
fair report privilege and, 236	value of, 312

See also testimonials	elements of, 299–305
Enn Cee Bee Buzz, 57	as marketing tool, 298
errata, 339	preparing, 298–306
escalation, royalty, 101, 103	full and exclusive rights, 94
ethnic and racial group references, 228	
excess discount, 103	G
exclusive submission, 71, 73	galley proofs. See proofs
, ,	galleys, 327, 328
F	gender-neutral words in, 223
Facebook, 143, 284, 314, 345	gender-specific terms/pronouns and, 224
fair use doctrine	glossary, 90, 307–308
Chicago Manual of Style rules concerning,	goals
251–253	sample writing, 18–19
how courts measure, 250–251	setting and achieving, 17–20
and obtaining permission, 253–254	grant of rights clause, 92
purpose of, 249	grants, 105
Section 107 definition, 249–250	graphics. See artwork
feedback	Guide to Literary Agents, 81
acknowledging, 293–294	Outue to Literary Agents, 81
benefits of, 282–283	н
editor's, 292–293	- -
evaluating and incorporating, 290–293	halftone, 202
finding the right reviewers, 283–286	headings and subheadings
questions to ask when soliciting,	creating, 162–164
287–288	examples, 163–164
reasons writers choose not to solicit,	purpose of, 162–163
282	HiJaak Pro, 199
reviewing your own work, 286–287	How to Write a Book Proposal, 390
soliciting, 281–195	•
what and how to ask for, 287–290	I
fees clause, 127, 128	illustrations. See artwork
figures. See artwork	impossibility of performance, 115
first periodical rights, 92	indemnity, 95
first serial rights, 92	indemnity clause, 126
footnotes, 306–307, 330	indemnity, clause, author's warranty and, 95–97
foreign rights, 92, 142	index, 90–91, 309–311
foreword, 300–301	infinitives, split, 274
fraud, 115	initialisms, 169–170
freelance supplier agreement. See publishing	inspiration for writing, 12–5
agreement, article	insurance, publisher's special perils, 97
freelancer, 122	international audience, 166, 174
front matter	Internet
and back matter clause, 90–91	booksellers, 142
defined, 90, 156, 298	impact on publishing industry, 34
ucinicu, 70, 130, 270	promotional opportunities, 143

time spent surfing, 12	first draft, 185, 277–278
use as information source, 238, 242	mistakes found after printing,
introduction, 90, 156	337–343
	preparation and delivery clause,
J	86–90
jargon, 170	reasons for rejection, 89, 126, 127
John Wiley, 353	resubmission, 90
joint-accounting clause, 112–113	soliciting feedback on, 279, 281-295
<i>y</i>	submitting for publication, 320–325
K	unsolicited, 35–36
kill fee, 127	marketing. See promotion/publicity
Kindle, 94, 102, 339	mass-market book, 101
Krashen, Dr. Stephen, 14	masthead, 36
Krashen, Dr. Stephen, 14	MC Press, 111, 260, 289, 343
	McGraw-Hill, 52, 58, 184, 259–260, 261, 343,
L	350, 353, 383, 385
large print rights, 93	McClendon, Carole Jelen, 82
liability, 117	megapixels, 204
libel. See defamation, libel, and slander	merchandising rights, 93
Library of Congress, 93, 136, 255	Microsoft PowerPoint, 198
limited promise not to compete clause, 127	Microsoft Visio, 198
line drawings	Microsoft Word, 9, 42, 66, 182, 190, 321
color, 196	misrepresentation, 115
creation using a graphics software package, 195	mistakes found after printing
defined, 193	in books, 337–343
freehand, 193, 195	in e-books, 339
guidelines for creating, 196–198	in magazine articles, 338–339
permission to use, 193	responding to readers about, 339–243
proofreading, 197	modifiers, dangling, 273
shading, 196	monitoring writing progress, 20–21
LinkedIn, 143, 284, 314, 345	mosaic plagiarism, 241
list price, 10	1 2
literary agents. See agents	N
Literary Market Place, 51	net dollar receipts, 101
	newspaper syndication rights, 92
M	New York Times, 12
manuscript	Nielsen, 11
acceptable, 98, 126–127	nominalizations, 272–273
delivery date, 88–89, 121–122	nondisclosure agreement (NDA), 58, 353
description, 86–88	nonexclusive rights, 123, 124, 127
failure to deliver, 116	nonexclusivity clause, 123
failure to publish, 118	nontraditional sales outlets, 142
failure to submit a satisfactory, 116	Nook, 94, 102, 339
final draft, 276–277	notes. See endnotes; footnotes
	notes. See chanotes, roomotes

nouns, 270–271	performance, 115
numbering and captions, 209	permission form, 256–257
	permission to use copyrighted material, 87–88
0	photographs
obstacles to writing, 8–15, 24–29	about, 202-204
offset lithography, 192–193	camera choice, 203–205
Olive, Susan Freya, 132	file formats, 206
Olive & Olive, PA, 132	guidelines for creating, 204–207
On Writing Well, 388	resolution, 206
one-time rights, 92	stock, 203
opening, chapter/article	using a professional for, 203
crafting a strong, 159–162	PhotoShop, 206
examples, 159–161	photostats, 193
length, 162	pixels, 195
when to write, 162	plagiarism
option, publisher's, 112	common knowledge and, 242
option clause, 111–113	defined, 240
out of print, 111, 113–114, 119	as distinguished from copyright infringement,
out-of-print clause, 113–114	243–244, 253
outline	mosaic, 241
changing, 158	of non-text items, 241
creating, 156–162	and original ideas, 243
methods of organization, 157	paraphrasing and, 241–242
problem–solution approach, 157	proper citation to avoid, 241–242
in query letter/proposal, 39, 54–55, 63, 156	self, 258–261
as roadmap, 156	summarizing and, 241–242
subtopics in, 157	and unsolicited manuscripts, 36
writing to, 157–158	preface, 90, 301–302
	preliminaries. See front matter
P	premium and commercial usage rights, 94
page proofs. See proofs	Prentice Hall, 111, 260, 261, 350, 383
Paint Shop Pro, 199, 206	press release, 141
paragraphs, 164–165	primary rights, 92
parallelism, 168–169	primitives, 195
parts of speech	print-on-demand, 114, 119
adverbs, 272	printer's error, 337
antecedents, 273	printing process, 192–193
dangling modifiers, 273	problem-solution method of organization,
nouns, 270–271	157
split infinitives, 274	procrastination, 24–26
verbs, 271–272	product brief. See author questionnaire
party, 86	production notes, 184–185
Pearson Education, 260, 261, 343, 383	program listings, 207, 208
Penner Jeffrey 261	promotion/publicity, 140-143, 343-350

proofreader's marks, 331, 332	author's alteration clause, 336
proofs	author's copies clause, 107-108
author's alterations, 335–337	author's discounts clause, 107
compositor corrections, 335, 337	author's warranty and indemnity clause,
defined, 327	95–97
first pass page, 328	competing works clause, 108-109
galley vs. page, 328	copyright notice clause, 98–100
importance of minimizing changes to, 335	cross-accounting clause, 112–113
marking changed in PDF file, 331	defined, 45–46
marking changes on hard copy, 331–333	elements of, 86–121
mistakes found after printing, 337–343	front matter and back matter clause, 90-91
returning to publisher, 334	grant of rights clause, 92
reviewing, 327–337	joint-accounting clause, 112–113
public domain, 247–248	manuscript preparation and delivery clause,
public records, as information source, 238	86–90
publication clause, 97–98, 126–127	negotiating terms of, 129-133
publications, analyzing, 32–34	option clause, 111–113
Publisher's Weekly, 81	out-of-print clause, 113
publisher	publication clause, 97–98
finding and contacting, 32–34, 34–45, 48–77	purpose of, 84–85
insolvency/bankruptcy, 120, 121	revised editions clause, 109–111
negotiating with, 129–133	right of first refusal clause, 111–113
publishing agreement, article	rights conveyed clause, 91–95, 100
author's warranty clause, 126–127	royalties clause, 100–104
compared with book publishing agreement, 121	termination clause, 114–121
elements of, 121–129	weighted in publisher's favor, 129
fees clause, 127, 128	publishing process, 251
indemnity clause, 126	publishing rights, 91–95
lack of a, 129	
limited promise not to compete clause, 127	Q
negotiating terms of, 129–133	QuarkXpress, 198
publication clause, 126–127	query letter, for technical article
purpose of, 84–85	author credentials in, 39–40
relationship to the publisher clause, 128	body, 39
right to use the author's likeness clause,	close, 40
124–125	components of, 36–40
rights conveyed clause, 124	defined, 36
services clause, 121–122	example, 43–44
termination of, 114–121	following up on, 45
weighted in publisher's favor, 129	hook, 37–38
work-made-for-hire clause, 122-123	how to write, 35–44
publishing agreement, book	pitch, 38–39
accounting clause, 105-107	as preferred approach, 36
advance clause, 104–105	presentation of, 40–43
	-

rejection, 45	purpose of, 264
salutation, 37	soliciting feedback for, 279, 281–295
writing an effective, 35–36	versioning and, 267
query letter, for technical book	rewards for writing, 22–23
author credentials in, 63–64	right of first refusal clause, 111–113
body, 63	right to use the author's likeness clause,
close, 64	124–125
components, 59-64	rights
connection, 60	anthology, 93
example, 66–68	book club, 92
hook, 60–61	Braille or talking book, 93
pitch, 61–63	bundled sales, 93, 103-104
presentation of, 64–66	computer and electronic media, 94
purpose, 58	condensation, digest, and abridgment, 93
rejection, 77–78	direct mail or direct sale, 93
salutation, 59	employer-owned, 122
writing an effective, 58–59	first periodical, 92
questionnaire. See author questionnaire	first refusal, 111–113
quoted material, use of, 239, 243	first serial, 92
	foreign, 92, 142
R	full and exclusive, 94
R.R. Bowker, LLC, 343	large print, 93
random order, writing to outline in, 157–158	merchandising, 93
raster graphic images, 195	newspaper syndication, 92
redundancies, 273	nonexclusive, 123, 124, 127
rejection, 45, 77-78, 89, 126, 127	one-time, 92
rejection fee, 127	premium and commercial usage, 94
relationship to the publisher clause, 128	primary, 92
reprint rights, 92	publishing, 91–95
researching before writing, 10-11	reprint, 92
reserve against returns, 106–107	reversion to author, 95, 114
returns, 106-107	second serial, 92, 95
reversion of rights agreement, 114	sound reproduction and recording, 93
reviews and reviewers, 141, 279, 343	special edition, 93
revised editions, 110-111	subsidiary, 92, 142
revised editions clause, 109-111	translation and foreign, 92
revision	rights conveyed clause, 91–95, 100, 124
discovering best method for you, 278–279	royalties clause, 100–104
early, 265–267	royalty
final draft and, 276–277	advance against, 104–105, 106
as first draft is developed, 277–278	audit of statements, 107
"killing your darlings," 167–268	calculation of, 101–102, 106
polishing prose, 269–276	clause of publishing agreement,
process 185 263 265-277	100–104

defined, 100	Social Security number, 135, 136
escalation, 101, 103	sound reproduction and recording rights, 93
negotiating, 131	special edition rights, 93
payment of as described in the accounting	State University of New York at Albany writing
clause, 105–107	study, 12–14
reserve against returns, 106–107	staying out of trouble, 222–262, 383
statement, 106	stereotypes, 228–229
typical rates, 101	Styron, William, 277
	subject matter experts (SMEs), 56, 140, 283, 343
S	submission, terms of, 124
Safari, 104	submission guidelines. See writer's guidelines
SAMS, 52, 353	subscription services, 103
Samuelson, Paula, 259	subsidiary rights, 92
Screen Actor's Guild, 314	supplier, 121
screen capture. See screenshots	
screen dump. See screenshots	Т
screenshots	table of contents, 90, 300, 330
about, 198–199	tables
callouts in, 217–218	creating, 189–190
color scheme, 200, 201	defined, 188
examples, 201, 202, 215–217	example, 188
file formats, 202	numbering, 190–191
guidelines for capturing, 200–202	proofing, 329–330
replacing user-specific information in, 201	referencing, 191–192
resolution, 200	titles/captions, 190–191
series of, 216	TDA Group, 261
step-by-step instructions for, 214–218	tear sheets, 193
second serial rights, 92, 95	technical articles
self-plagiarism, 258–261	analyzing publications, 34–35
Senefelder, Alois, 192	author compensation for, 35
sentences, 166–167	first steps, 31–46
services clause, 121–122	process for writing, 31–46
ShutterStock Images, 203	publishing agreement, 46, 84–86, 121–129
sidebars	query letter, 35–44
example, 218	query letter example, 43–44
guidelines for, 219	reasons for writing, 31
identifying, 219	rejection, 45
labels, 218–219	rights, 35
purpose of, 218	simultaneous submissions, 45
simultaneous submissions, 71–75	writer's guidelines for, 34–35
slander. See defamation, libel, and slander	technical books
"slush pile," 36–36	book proposal examples, 57-58, 333-382
SnagIt, 199, 218	competition, 55–56
social networks, 143, 284, 285, 314, 345	contract, 48

crafting a proposal, 52–75	U
description, 53–54	University of Southern California writing study,
exclusive submission, 71, 73	14–15
finding a publisher, 48–52	unnecessary words, 274–275
first steps, 47	unsolicited manuscripts, 35–36
market, 55, 58	U.S. Copyright Law
obtaining submission guidelines, 52	Act of 1909, 246
outline, 54–55	Act of 1976, 246
process for writing, 47–82	fair use doctrine, 249–253
promotional plan, 63	Section 101, 122–123
publishing agreement, 46, 84–121	Section 107, 249–250
query letter, 58–69	U.S. Copyright Office, 99, 243, 245, 246, 247,
reasons for writing, 47	254–255, 299
request for proposal, 69–70	231 233, 277
reviewers, 56	V
selling handle for, 62	-
simultaneous submissions, 71–75	vector graphic images, 195 verbs, 271–272
titles of, 61–62	voice, active vs. passive, 166–167, 270
television, time spent watching, 11	
template, publisher's, 148–149, 182–184, 189, 190,	voice, and tone in writing, 172–174
191, 208, 209, 219	147
termination clause, 114–121, 128–129	W
testimonials	W-9 form, 129
defined, 312	warranty, 95
obtaining, 312–320	Witt, Dr. Paul L., 347
value of, 312	work made for hire, 122–123, 245–246
See also endorsements	work-made-for-hire clause
text figures	advantages to publisher of, 123
example, 207	described, 122–123
identifying, 208	nonexclusivity clause in, 123
other types of, 208	replacing with rights conveyed clause,
program listings, 207, 208	123
textbooks, 101, 139, 307	writer's block, 27–29, 158
thesaurus, 389	Writer's Digest Handbook of Magazine Article
ThinkStock, 203	Writing, 289
time, making for writing, 11–12, 16–17	writer's guidelines
title page, 90, 299	obtaining and using, 148–149
Toastmasters International, 347–348	submission instructions in, 321, 322
tone, in writing, 172–174	for technical articles, 34–35
trade book, 101	for technical books, 52
transitions, 175–180, 275	Writer's Legal Companion, 84
translation, book, 92, 107	Writer's Market, 33, 48, 51, 52, 59, 72, 76, 81, 127
translation and foreign rights, 92	389
Twitter, 314	writing

and revision, 185, 263-279

backing up your, 9-10 rewards for, 22-3 bias-free, 222-231 schedule, 16 defamation, libel, and slander, avoiding in, self-plagiarism in, 258-261 231-240 sentences, 166-167 elements of good, 164–171 setting goals for, 17–20 as hard work, 7, 8, 29, 350 studies, 12-14, 14-15 style, 169 inspiration needed for, 12–15 techniques of good, 269-276 for international audience, 166, 174 a lot, 15 voice and tone, 172-174 making time for, 11-12, 16-17 and writer's block, 27-29 monitoring progress, 20–21 writing studies obstacles to, 8-15, 24-29 State University of New York at Albany, 12-4 paragraphs, 164-165 University of Southern California, 14-15 plagiarism in, 240-243 Υ and procrastination, 24 researching before, 10-11 YouTube, 345