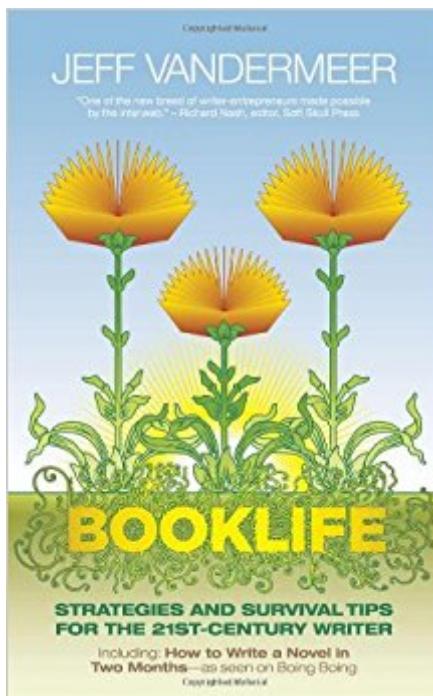


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Booklife: Strategies And Survival Tips For The 21st-Century Writer



Synopsis

The world has changed, and with it the craft of writing. In addition to the difficulties of putting pen to paper, authors must now contend with a slew of new media. This has forever altered the relationship between writers and their readers, their publishers, and their work. In an era when authors are expected to do more and more to promote their own work, Booklife steers readers through the bewildering options: -What should authors avoid doing on the Internet? -How does the new paradigm affect authors, readers, and the fundamentals of book publication? -What's the difference between letting Internet tools use you and having a strategic plan? -How do authors protect their creativity while still advancing their careers? -How do you filter out white noise and find the peace of mind to do good work? Award-winning author, editor, and Web-entrepreneur Jeff VanderMeer shares his twenty-five years of experience to reveal how writers can go about: -Using new media: blogs, Facebook, Twitter, MySpace, YouTube, podcasts, and IM -Effectively networking in the modern era (why it's not all about you) -Understanding the lifecycle of a book and your role in the publication process -Finding balance between your public and private lives and personas -Creating a brand and identity tied to your strengths and your writing -Working with your publisher: editors, publicists, marketing, and sales -Taking the long view: establishing short- and long-term professional goals -Getting through rejection and understanding the importance of persistence -Enjoying and enhancing your creative process and more

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Customer Reviews

Author and blogger VanderMeer (Finch) outlines ways for writers to harness both the emerging power of the Internet and their own creativity in this informative guide. VanderMeer differentiates between a Public Booklife (marketing the book and the writer) and a Private Booklife (strategies to help get words on the page) and suggests that one's ideal Booklife is a dynamic balance of the two. Even though the Web's landscape is constantly shifting, his hints about ways to maximize a writer's exposureâ "including weighing the pros and cons of Facebook, MySpace and Twitterâ "can certainly be applied to future social networking sites and blogs. The tips for creating a flourishing Public Booklife will appeal to a wide variety of writers, from those just starting out to those trying to navigate the changing world of book publishing, while the Private Booklife section seems more tailored to new authors. With anecdotes from VanderMeer's own life as a writer, reviewer and blogger, as well as input from agents, editors and publicists, this guide will surely help writers traverse the often difficult journey from first draft to finished product. (Oct. 15) Copyright Â© Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

"I've long marveled at Jeff's mad alchemist-like techniques of creation, promotion, and artistic survival through his artful navigation of brambly networks of writers, artists, musicians, historians, hatmakers, bloggers, booksellers, reviewers, and fans. To steal a line from an Eddie Izzard stand-up act, 'No one can live at that speed.'"¹ Leslie Ann Henkel, publicist, Berkley/New American Library²; Jeff VanderMeer has written a fascinating book on managing a writing career.... Recommended for anyone who writes, wants to write, or has written and now wonders what to do next.³ Nancy Kress, author of the best-selling *Write Great Fiction*⁴; Absolutely invaluable...a guide to the 21st century for a writer more up to date and accurate than any other book Iâ™ve seen on the market.⁵ Tor.com⁶; If youâ™re at all interested in writing, especially an eventual career in writing (which nowadays requires considerable skill in self-management and strategic use of promotional tools), Booklife should be on your bookshelf.⁷ Brad Moon, *Wired*⁸; Booklife is an ambitious and successful attempt at a comprehensive guide to maintaining your sanity while chasing your dreams.⁹ Cory Doctorow, *Boing Boing*¹⁰; Many books tell us how to write, but Jeff VanderMeerâ™s Booklife tells us how to be an author.... VanderMeer made me think, question my own path, and make plans for a more focused move forward.¹¹ Mur Lafferty, host and creator of the podcast *Geek Fu Action Grip*¹²; Who better than VanderMeer, master of the blogosphere and online innovator, to guide us through the burgeoning, oft-breathtaking realm of new media....¹³ Joseph Mallozzi, executive producer, *Stargate SG-1*¹⁴; VanderMeer has struck a new sort of balance with the

Internet: charming his dedicated fan base on the Web, creating multimedia promotional tools for his books, and actively seeking out new readers like me in the digital crowds.â •#151;The Publishing Spot“Jeff VanderMeer has written a smart practical jungle-guidebook for the wilds of 21st-century publishing—its incredible pressures, joys, poisons, and, most importantly, the dangers of a false sense of control.... Floaty creative types—prepare to be taken to task.â •#151;Julianne Baggott, author of *Girl Talk*“Booklife serves as a much-needed corrective to the sad ‘market your book like a carnival hucksterâ ™ approach too often found in books of advice for writers these days.â •#151;Michael A. Arnzen, Gorelets“Booklife is to authors in todayâ ™s publishing climate what Writerâ ™s Market was fifteen years ago: essential.â •#151;Michelle Richmond, New York Times best-selling author of *The Year of Fog*“Excellent advice on building a sustainable writing career.â •#151;Sacramento Book Review

I like Booklife. It is a book for writers who are serious about their careers, hungry to know what the processes beyond creation actually are, and willing to learn from a bunch of top industry professionals who contribute to this book--including the author, of course. Booklife will not teach you how to write well. It will not teach you how to structure or characterize or edit purple prose. But it WILL teach you how to cope with being a writer, how to live properly the writer's life, how to avoid many pitfalls, and how view the process of publication. Also, how to view your own work and plan your own career realistically. The book reads like an easy-going conversation with VanderMeer. Every so often, related professionals chime in. Then the appendices are full of a WEALTH of useful info that comes directly from editors, publicists, and agents. In a conversational tone, again. Very interesting read. Enlightening and admonishing. It serves up the dirt, the grime, the ecstasy, and the mundanity of the writer's life. If you want to have a chance a a successful writing career, buy this book. I also recommend:1) *The Forest for the Trees* by Lerner2) *On Writing* by Stephen King3) *Successful Novelist: A Lifetime of Lessons about Writing and Publishing* by David Morrell4) *Self-Editing for Fiction Writers* by Browne5) *Outlining Your Novel* by Weiland6) *Scene and Structure* by Bickham7) Any of Chuck Wendig's books (or his blog) on writing8) Anne Rice's writing advice from her Youtube channel9) *Now Write!* Science Fiction, Fantasy and Horror: Speculative Genre Exercises from Today's Best Writers and Teachers by Lamson10) *How to Write Tales of Horror, Fantasy and Science Fiction* by J. N. Williamson11) *Dark Thoughts on Writing* by Stanley Wiater

I've read and re-read and referred to this book many times since I first purchased it in 2011. By now

it is heavily dog-eared, highlighted, sticky-noted, coffee and rain (yes)-stained. It remains one of my main go-to writing life advice resources. Highly recommended for writers and authors at all stages of the writing life.

Booklife is a nicely detailed book that outlines the new landscape of writing and publishing for the 21st Century. It makes the promotion and participation less intimidating. It is encouraging, even if you only do one or two of the suggestions. It is fabulous. Thank you Jeff Vandermeer!

Some details haven't aged well (e.g., MySpace). There's so much more to this book, though. I highlighted and bookmarked repeatedly! Useful and entertaining for writers at many stages of their careers.

Just like the name of this book states, the focus and the examples are on writing and books. However, Booklife works as a practical guide also for anybody building their career in the networked online world. VanderMeers book fills the void of scarce ideas and advice on how to keep the public career self and private self separate but mutually supporting - without getting bitten in the behind later by the public self. VanderMeer writes with a warm and gentle voice, and emphasizes the importance of honesty, to one self and to others. Even if you are not a writer or don't even aspire to be one, this book can give you fresh ideas for your chosen path. And also very interesting insight into the world of book publication.

This book covers an amazing amount of ground, from big topics to small, and everything in between. As someone who had to figure out a lot of things for myself (when I started out writing a few years ago), I can appreciate the massive amounts of accumulated experience collected in this book, and I would recommend it to any writer, but especially those who don't have the benefit of a formal support structure, like a writing group or writing program. Even those parts that weren't applicable to my circumstances were enjoyable; in the solitary act of writing, it is nice to be able to open this book to almost any page and feel like you are having a conversation with a really smart, really helpful writer.

Booklife is an informative guide for creating a successful and balanced writing life. VanderMeer breaks the book into two sections: Public Booklife, covering marketing elements, and the Private Booklife, focusing on the writing process - while emphasizing the importance of creating an

authentic balance between the two. The first section delves into online platforms and media opportunities including blogs, social networking (Twitter, FaceBook), book trailers, reviews, podcasts, and dedicated book / author websites, and provides insights to select the most effective and honest strategy. VanderMeer recommends setting goals and outlines how to create detailed plans. In part two, he discusses writing and revision, how to deal with rejections, and setting work schedules. This well-organized, thoughtful book concludes with more than 100 pages of appendices filled with information from and about agents, booksellers, editors, publicists, and published writers.

This was a fantastic resource for someone like me whose almost in the game but not quite. It's one of the only books I've read that has more to do with the promotion/publishing game than what adverbs to choose. It provides much needed guidance on how to promote, how to plan for your future, how to have an effective public marketing appearance. This book tells you how to do that. The second half talks about how best to set up habits, mental health, and so on. But not so much about the nitty-gritty writing advice, which was just fine by me. The problem is that, even now, it's a teensy bit dated. It still mentions MySpace as a valid source of social networking, and bypasses Twitter. Also, the material tends to be really dry. It feels like reading a text book at times. It's thick enough to be one. I wish the text was broken up into some diagrams or lists for easy access. But I feel this book was a necessary read. Definitely if you're a first time writer. It provides a jumping off point for creating a marketing plan and the do's and don'ts of the public persona.

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