

Let McHugh Help You Find a Book Publisher

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Many professionals, particularly those in STEM fields, think, “Should I write a book?” They may have extensive subject matter expertise in their field(s), but generally do not know much about the book publishing business. Some aspiring authors dive in and spend copious amounts of time writing and editing their masterpiece(s), only to find out further along in the process that they should have learned more about the publishing process first. They may not have asked important questions such as:

- How do I find a publisher?
- Is it important to find one in my field?
- How can I find a publisher in my field...and get them interested in my book?
- What kind of income can I expect if my book is successful?
- Who do I contact at a book publisher?
- How do I write a book proposal?
- How much material should I send to the publisher?
- What do all the provisions in a book contract mean?
- Should I have an attorney review the book contract before I sign?
- Should I self-publish?
- How can I maximize my financial return?

If you have asked yourself any of these questions, drop everything and contact McHugh. Why? McHugh is an experienced book acquisitions editor who understands every step of the process. He knows how book acquisitions work from the perspective of the author as well as the book publisher.

Let McHugh:

- Identify the top book publishers in your field.
- Coach you on writing a proposal that will attract the interest of a publisher.
- Research who to contact at the best publishers for your book.
- Provide guidance on how to optimize your financial return.
- Explain in layman’s terms what each contract provision means.
- Recommend an experienced and reliable publishing rights attorney if needed.

McHugh will provide these services for a reasonable hourly fee. Call McHugh today to discuss your potential book.

ABOUT JOHN B. McHUGH

John B. “Jack” McHugh is a 40-year veteran of the publishing business. Jack has worked as an executive for Houghton Mifflin, Wadsworth, and St. Mary’s Press. Jack is

also an experienced association publishing executive. For seven years, he was Publisher and Director of Programs at the American Society for Quality and for a two-year period, he served as the Interim Publisher at the Project Management Institute. He is a member of the ASAE Advisory Board for Publishing, Communications, and Media Issues and Practices.

Jack's specialties include association/nonprofit publishing, book publishing, executive recruiting, journal publishing, rights and permissions, new ventures, organizational design, and social media strategy and policy.

Contact Jack McHugh, 414-351-3056

Email jack@johnbmchugh.com

Website <http://www.johnbmchugh.com>

LinkedIn Profile <https://www.linkedin.com/in/john-b-mchugh-21651811/>