

The New Writer's Handbook 2007

Annual Collection of Expert Advice To Help Writers

Features more than 60 practical articles

MINNEAPOLIS (APRIL 23, 2007)

Does the world really need another book of advice for writers? The answer, according to Scarletta Press, a new up-and-coming independent press in Minneapolis, is yes! In fact, they, with handbook editor Philip Martin, think that writers need an annual infusion of cross-disciplinary articles on the craft and career of being a good writer.

The first edition of *The New Writer's Handbook* offers an eclectic mix of expert advice, stimulating short pieces, and overall encouragement. Every writer, from newbies to old hands, will find something to put to use in this far-ranging collection.

The 60 articles in this anthology were chosen mostly from pieces published in 2006–early 2007. Contributors include luminaries such as Barry Lopez, Richard Powers, Mary Pipher, Jane Yolen, Linda Sue Park, Ridley Pearson, William G. Tapply, and others. They include winners of the National Book Award, Newbery Medal, and many other honors. Other contributors include working journalists, writing instructors, authors with bestseller books, editors, literary bloggers, and more.

This inexpensive paperback edition serves as a personal annual professional-development seminar, touching on topics from craft techniques to career issues to helpful thoughts about creativity and motivation.

Sections in the book include:

- Creativity, Motivation & Discipline
- The Craft of Writing
- Pitching & Proposals
- Marketing Your Work
- Internet Skills
- Literary Insights & Last Words

Sample pieces include:

“Speaking a Book,” an essay by 2006 National Book Award–winner Richard Powers on why he dictates his books using voice-recognition software.

(continued)



THE NEW WRITER'S HANDBOOK 2007:
A Practical Anthology of Best Advice
for your Craft & Career

Edited by Philip Martin
With preface by Erica Jong

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“Fundamental of Blogging,” an excerpt from *Plug This Book: Online Book Marketing for Authors* by Steve Weber (2007), provides practical tips on developing a professional blog.

“A Checklist for Character & Conflict Revision,” by *NYT*-bestselling author Gregory Martin, offers advice on revision.

A number of pieces speak to the deeper purpose of being a writer today, about how to have a positive effect on readers, on yourself, and on the shape of the world, such as Mary Pipher’s excerpt from her 2006 book *Writing to Change the World*, and poet Gabriel Gudding on writing for those right around you.

A few humorous pieces, like “Thank You for Hating My Book” or “Books as a Gateway Drug,” round out the collection.

“I wanted to offer a different kind of collection,” says editor Philip Martin, “one that would deliver lots of encouragement to listen to other voices in the field. I see a good anthology as a jumping-off point, a springboard for further reading and an invitation to celebrate a sense of community in the writing world. Writers are opinionated and diverse and competitive, and yet we need each other.

“No one else understands a writer as well as other writers,” continues Martin. “I tried to assemble a collection of articles that spoke to that, as well as supplying plenty of practical advice.”

The 2007 edition will appear in bookstores July 10, with an official pub date of August 1, 2007.

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PHILIP MARTIN, editor of *The New Writer’s Handbook* 2007, has produced books that won the Benjamin Franklin and Banta awards and Small Press Award for Fiction. He has edited many guides for writers on craft and career as an acquisitions editor for The Writer Books 2001–2004. He is also the author of several books, including a recent guide to speculative fiction, *A Guide to Fantasy Literature* (revised edition, Crickhollow Books, 2007), which was called “the best and most reliable guide to this multi-faceted subject” by Newbery Award–winner Lloyd Alexander. Martin lives in Milwaukee.

ERICA JONG, author of the book’s preface, is a novelist, essayist, and poet. She lives in New York City.

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