

Artisan ReviewSM

Quality Control for Independent Publishers and Writers Wondering What to Do Next

Kindle sample of nonfiction self-help book for teens, offered for review:

I didn't see a preface or introduction listed in the TofC to give an overview of your ideas, so I just jumped into the couple of chapters that looked most provocative, and they were, but not in a good way. I also found your tone a bit too clearly teacher-to-youth. It reads mostly like the kind of book parents give their kids and the kids roll their eyes and ignore.

All that tough stuff said, I certainly appreciate your intention and your difficulty in getting the book marketed. I think you would gain much more traction by getting a review or two from your target readers. They might also give you some tips to improve a 2nd edition. From my quick look, I would suggest you

1. change the subtitle to 'become the **man** [rather than "person," since you're not addressing girls] the Universe wants you to be'
2. find a different number of steps than 12 to avoid comparisons with addiction programs
3. include some anecdotes from your own or well-known characters' experience of growing up
4. For instance, I know a young man who won his middle-school stock-market exercise by simply picking the stock of a company he knew and attending to more creative pursuits while his classmates madly jumped from stock to stock over the weeks of the project. Unfortunately, that experience didn't stop him from falling into the penny-stock gamble when he got a little stake together in his early 30s.
5. add further reading with some other sources of information to pursue particular points; don't try to be the sole and total authority, especially without establishing some basis for that authority; don't use a religious concept like "karma" without demonstrating that you know what it means to people who use it religiously
6. get some color on the cover; I like the play with typography, but the gray just makes it look dull and self-published.