



# **Writing Local History Today: A Guide to Researching, Publishing, and Marketing Your Book (American Association for State and Local History)**

*Thomas A. Mason, J. Kent Calder*

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*Writing Local History Today* guides local historians through the process of researching, writing, and publishing their work. Mason & Calder present step-by-step advice to guide aspiring authors to a successful publication and focus not only on how to write well but also how to market and sell their work. Highlights include:

- Discussion of how to identify an audience for your writing project
- Tips for effective research and planning
- Sample documents, such as contracts and requests for proposals
- Discussion of how to use social media to leverage your publication
- Discussion of the benefits and drawbacks to self-publishing
- An essay by Gregory Britton, the editorial director of John Hopkins University Press, about financial pitfalls in publishing

This guide is useful for first-time authors who need help with this sometimes daunting process, or for previously published historians who need a quick reference or timely tip.



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