

# Melvin Powers Wilshire Book Company

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Dear Author:

Thank you for your proposal or manuscript submission. Unfortunately, it is not what we are looking for at this time. Although the large number of inquiries we receive prohibits us from writing personal replies, we would like to share some information that will help you get your next submission accepted.

As publishers we are vitally interested in all new material we receive. Just as you are hopeful when submitting your manuscript for publication, we are hopeful as we read each one submitted, searching for those we believe could be successful in the marketplace. Writing and publishing must be a team effort. We need you to write what we can sell. Of primary interest to us are the following:

1. Unique approaches to popular current subjects and psychological, self-help books similar to our bestselling titles, *Psycho-Cybernetics* by Dr. Maxwell Maltz (5 million copies), *A Guide to Rational Living* by Drs. Albert Ellis and Robert Harper (1.5 million copies), and *The Secret of Overcoming Verbal Abuse* by Dr. Albert Ellis and Marcia Grad Powers
2. Books that deliver strong motivational messages, such as *The Magic of Thinking Success* by Dr. David Schwartz (1 million copies), *Think and Grow Rich* by Napoleon Hill (7 million copies), and *Three Magic Words* by U.S. Andersen (1 million copies)
3. Adult allegories that teach principles of psychological/spiritual growth, such as the classics, *Illusions* by Richard Bach, *The Little Prince* by Antoine de Saint Exupéry, *The Greatest Salesman in the World* by Og Mandino, *The Celestine Prophecy* by James Redfield, *Way of the Peaceful Warrior* by Dan Millman, and the more recent bestsellers, *The Alchemist* by Paulo Coelho, *The Princess Who Believed in Fairy Tales* by Marcia Grad, *The Dragon Slayer with a Heavy Heart* by Marcia Powers, and *The Knight in Rusty Armor* by Robert Fisher
4. Humor, horse training, and Internet marketing books

Read the bestsellers mentioned above or others similar to the book you want to write. Duplicate their winning elements in your own style, using a creative, new approach and fresh material, and you will have written a book we can catapult onto the bestseller list. We prefer approximately 30,000 words for adult allegories and 60,000 words for non-fiction works.

We look forward to receiving another submission from you—one that has been conceived and developed with market potential uppermost in your mind. We require a synopsis (for fiction) or a detailed chapter outline (for non-fiction), three sample chapters, and a self-addressed, stamped envelope. (Be sure to include your e-mail address. Do not e-mail submissions.) You are welcome to telephone or e-mail us for immediate feedback on any book concept you may have. To learn more about us and what we publish, we recommend you visit our Web site.

Melvin Powers, Publisher