

เขียนตำราอย่างไรให้ได้  
best seller

มานิช หล่อตระกูล

# Introduction



If a book is worth reading, it is  
worth buying.

~ John Ruskin

AZ QUOTES

# Identify your audience

Who is your  
target audience?

What are their  
needs and  
interests?

What level of  
knowledge do  
they have?

# Find a gap in the market

What topics are not covered well in existing medical textbooks?

Identify the other books that are similar to yours.

How is your book different from others out there?

What would your book add to a reader's understanding of medicine?

What is your book's unique selling point?



Will People Buy My Book?

# Write in a clear and concise style

Arranged in an efficient and organized outline format

Break up your text with headings, subheadings, and illustrations.

Use plain language that is easy to understand.

Also crucial are graphic design and layout

# Get feedback

Getting feedback will help you make your textbook the best it can be.

Ask for suggestions on how to improve your writing.

Ask colleagues, juniors, to read your manuscript and give you feedback.

# Write a book proposal

A synopsis or  
outline

The unique selling  
point

A paragraph  
explaining the  
need for the book

The target audience  
(who and where, and  
the appeal and  
relevance of the book)

A list of complementing  
and competing books

# **Publish your textbook**

**Publisher or self-publish**

**Print book or eBook**