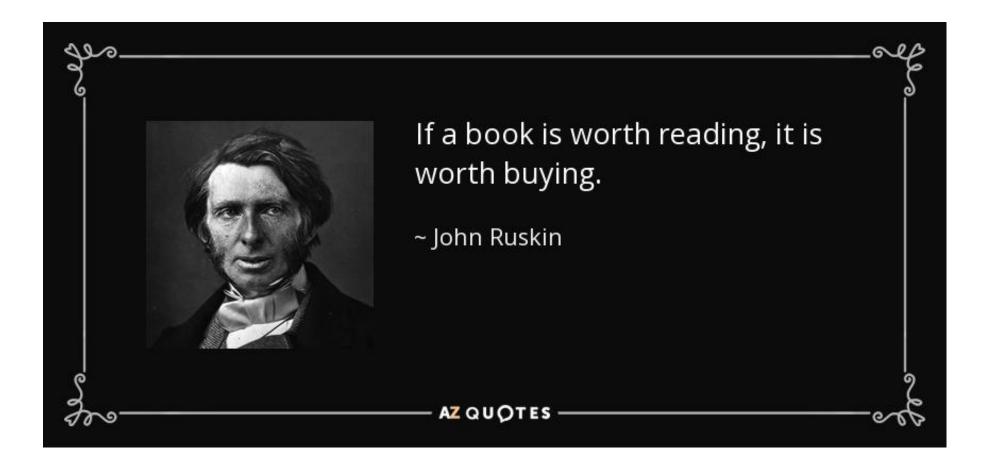
เขียนตำราอย่างไรให้ได้ best seller

มาในช หล่อตระกูล

Introduction



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