



GLOSSARY

**of Book Industry
and Writing
Terms
2023**

Algorithm Compliant

A manuscript that meets fundamental industry writing, editing, and coding standards.

Analysis & Recommendations

Wambtac Ghostwriter's unique manuscript review for any nonfiction, memoir, or novel.

ATSB

Acronym for "Anticipated top-selling book," the industry designation for what consumers call "Bestsellers." Top-selling books are true bestsellers. Amazon and other online or niche "bestsellers" are not necessarily top-selling books.

Auto Read

The brain's ability to understand quickly and effortlessly; easily absorb. A manuscript without content disruptions, mechanical errors, or intrusive passive/static phrasings delivers auto read information or story.

Author Intrusion

Fiction content-disruption in which the author reveals to the reader information the POV character does not know or dilutes suspense by “telling” what is about to happen or reiterating/explaining what just did happen.

BATNA

Industry acronym for Best Alternative to a Negotiated Deal.

BISAC

Book Industry Standards and Communications. See <https://bisg.org/page/BISACEdition>.

Bulk Sales

Books sales by the carton or pallet.

CiP

Cataloging in Publication, a free program offered by the Library of Congress that creates a bibliographic record of forthcoming books. Only available to individuals or entities that have already published at least three titles from three different authors that have sold widely to libraries in the USA. A purchasable version, the PCiP, is available through select vendors.

Coding

The mechanical skill of attaching a style to every manuscript heading, subheading, and paragraph, and of removing extraneous paragraphing, tabs, and spaces.

Cold Eye Third Party

Someone sufficiently unfamiliar with the author that they do not “hear” the author’s voice, cadence, accent, or flavor in their mind as they read.

Content Disruptions

Issues that make a cold reader hesitate or say, "Huh?"

Creative Analysis

The fundamental four steps or elements—critical thinking, debate protocol, abstract reasoning, and focused ingenuity—of manuscript deconstruction, assessment, and reconstruction.

Dale Carnegie Technique

The "tell 'em what you're gonna say, say it, then tell 'em what you said" information sequence. Frequently used in training, instructional, or military presentations.

Deal Breakers

Issues that make a cold reader stop reading and thus reduce or ruin a manuscript or book's chances of success.

Editorialize

Nonfiction content disruption in which the author explains to the reader what is either about to be demonstrated or shown, or reiterates/comments on what has just been demonstrated or shown.

Fiction Map

Ghostwriter's tool to identify a novel's current architecture by reducing it to its bare bones, i.e., plot (not character or rising) actions.

First Draft

A manuscript that speaks to and resonates strongly with the author and their friends and family, regardless of how many times it's been rewritten.

First-time Author

A person writing their first book—most likely on their own.

High Volume-Low Margin Display Marketers

Booksellers that buy "truckloads" of copies at deep discounts to sell at bookfairs in schools, hospitals, corporations and at charity events.

Industry Pitch

A single sentence that states a title's salient information in the following format:

[Credentials] Author's [TITLE: SUBTITLE] full book description including its spin and/or ending, if appropriate.

ISBN

International Standard Book Number, the unique numeric identifier required for all commercial book sales that was created and is maintained and sold by RR Bowker.

LCCN

Library of Congress Control Number, the numeric identifier necessary to obtain a CiP or PCiP and provided for free by the Library of Congress in exchange for two physical or one digital copy of the book.

Marketable Literary Property

A term used to identify an "easy sell" to agents, publishers, distributors, wholesalers, booksellers, and cold readers.

Meet in the Middle

The Hollywood technique for developing an effective, bare-bones 15-point plot sequence.

Meta

Gamer acronym for "Most effective technique available," usurped in 2022 by Facebook.

Monopsony

A market dominated by a single buyer, as opposed to a monopoly, which is a market dominated by a single seller.

Musical Line Edit

Ghostwriter's first-to-second-draft conversion methodology that corrects mechanical, mechanical-impact, flow, content, content-impact, flavor, and liability issues and elevates the prose with cadence, punch, and impact.

Nonfiction Chart

Ghostwriter's tool to identify a manuscript's current structure by reducing it to its bare-bones information sequence.

Non-writing Author

A person who has something vital to share with the reading public but whose main occupation is something other than writing books.

PCiP

The purchasable version of the Library of Congress' CiP information block.

POV

The position from which a story is told: first person, second person, first/second, limited third person, omniscient third person. Also refers to the perspective of whatever character is speaking or taking action.

Public v Purpose v Private

Ghostwriter psych terms for what the author hopes to accomplish with their book.

“Public” means the author wants to sell primarily to the general public, although they may also occasionally use the book as a marketing tool and/or in a commercial program material.

“Purpose” means the author wants to use the book primarily as a marketing tool and/or in a commercial program, although they may also release it to the general public through traditional supply chains.

"Private" means the author wants a legacy book for family and friends only.

Richly Textured

A manuscript which engages the reader with its depth and breadth of information or plot/character integration without excessive author intrusion, editorial, setup/recap, or “fluff” verbiage.

Second Draft

A manuscript that speaks to and resonates strongly with cold readers, not just the author and his or her family and friends.

Slinky® Flow

Sequence of information in which one idea logically and smoothly follows another throughout a paragraph, section, chapter, and manuscript.

Synopsis

A brief summary of a novel's storyline or plot, typically confined to one page.