

You want to be a SAS  
Press author?  
Let's talk!

Susan Slaughter  
Author of *The Little SAS Book*

# Top 10 Reasons to Write a SAS Book

- 1 Because you enjoy sharing your knowledge of SAS
- 2 Attend the SAS Press Authors' Dinner at SGF
- 3 It looks good on a resume
- 4 Learn new things, stretch yourself
- 5 Be invited to speak at TASS
- 6 Impress your friends and colleagues
- 7 Develop your writing skills
- 8 Become a member of the fellowship of SAS authors
- 9 See your name in print
- 10 Make money



# How to start

- Check out the competition
  - Online at [support.sas.com/publishing](https://support.sas.com/publishing)
  - Conferences
  - Your book should be unique
  - But it's a good sign if there are other related books
- Download proposal forms  
[support.sas.com/community/authors/proposal.html](https://support.sas.com/community/authors/proposal.html)
- Contact [saspress@sas.com](mailto:saspress@sas.com)
- Write a proposal
- Proposal not accepted? Some authors self-publish



# How to write

- **Coauthor or solo?**
  - Do you prefer to work alone or in a group?
  - Coauthors share the work and the royalties
  - Motivate each other
  - Coauthors get feedback early
- **Outline, outline, outline before you write**
- **Consistency is important**
  - Capitalization, indention, spacing
- **Reviewers**
  - You will get negative comments
  - Look for the nugget of truth
- **Finding time to write**
  - One sentence at a time