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'The Secret' leading to other book deals

NEW YORK, March 26 (UPI) -- Best-selling self-help book "The Secret" has led to at least one U.S. book deal for experts whose advice the book features, a published report said Monday.

Atria Books, which published the No. 1 New York Times best seller in November, has signed up "Notes From the Universe," by Mike Dooley, featured in "The Secret" and companion video, Crain's New York Business reported.

James Ray -- featured in the book and video and as a guest on "The Oprah Winfrey Show" when it devoted two days to the book in February -- is represented by William Morris agent Andy McNicol, the newspaper said. Ray previously wrote "The Science of Success" and "Practical Spirituality."

Lisa Nichols, also featured in the book and video and on "Oprah," is also shopping a deal, the newspaper said. She previously wrote "Chicken Soup for the African American Woman's Soul."

Even self-help authors not directly associated with "The Secret" are hot, the newspaper said.

Agent Liza Dawson will submit "The Law of Attraction," based on the same principles espoused in The Secret," to publishers this week.

"I don't even mention 'The Secret,'" Dawson says of her talks with publishers. "I don't have to."

http://www.upi.com/NewsTrack/Business/The_Secret_leading_to_other_book_deals/20070326-040450-9646r/