



NSA Winter Workshop: February 3-5, 2012

Mega Session: Ultimate Writing/Publishing
*Critical Decisions: Building & Sustaining
Your Career Through Publishing*

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Dianna Booher works with organizations to improve productivity and increase effectiveness through better communication: presentation skills, writing skills, interpersonal skills, and organizational communication.

Creating Your Book: What to Publish Where, When, & In What Format?

Pay Attention to 3 Essentials for 2012: _____, _____, _____

Consider the Umbrella Concept™

Extend Your Product Lines in All Directions

Follow a Repeatable Process: Steps in the Book-Writing & Publishing Process

1. Study the market (problems, trends, issues, gaps, questions).
2. Research what has been done in the field.
3. Find a unique angle, a new market, a new perspective, or a different format.
4. Develop a brief pitch as your roadmap.
5. Get feedback from some trusted colleagues about the idea.
6. Write your proposal.
7. Write a query from your proposal.
8. Select appropriate agents and send your query.
9. Send your proposal to agents who respond with interest.
10. Interview and select the best agent who expresses interest in your proposal.
11. Begin writing your book while the agent sells it.
12. Sign book contract if you get a good deal.
13. Self-publish if you don't get a good offer.

**If you decide to self-publish from the beginning, skip steps 6-10. Add these steps:*

14. Find a good editor and work with them until you have a satisfactory manuscript.
15. Outsource other aspects of the production: cover design, layout, printing, warehousing.
16. Plan your marketing strategy and sales campaigns (including pricing).
17. Secure a distributor for domestic and foreign sales.
18. Execute your sales and marketing campaigns.

Create Quality Writing & Products to Stand Out from the Clutter

Marketing and Selling Your Book

Measure Speed to Market

- ✓ An overall _____
- ✓ _____ to handle the details (collections, formatting, royalty rate changes, permissions)
- ✓ Congruent _____
- ✓ Organized _____ so you can find these essential items: _____, _____, _____.
- ✓ _____ for staff so they don't have to ask you about every step in the process

Speed to market equates to opportunities and profitability!

Build and Expand Your Platform—and Get Your Fans to Buy!

Consider these ideas:

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Connecting with the Right People for the Right Reasons

- What did you do and for what purpose/business goal?
- How did you implement it?
- How well did it work/not work?
- What would you do differently next time?
- Whom do I contact if I want to try it?

Critical Timelines for PR: Schedule Your Month-by-Month Tasks