

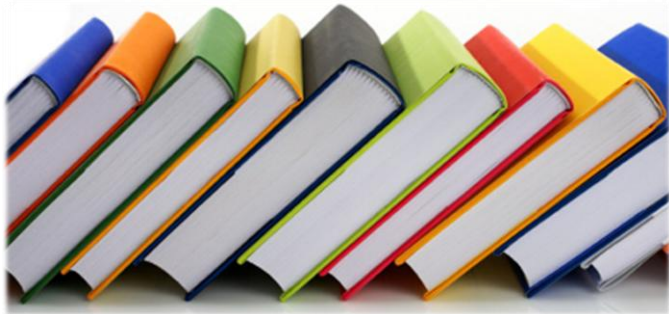
Cornell University

Book, Blog, Tweet? Your New Business Card

Part 1: How to Write & Publish

Anne Loehr
Katherine Howe
Grace Freedson
Bill Quain
Rosemary Brosnan

Author, Entrepreneur
Novelist, Cornell Instructor
Literary Agent
Author, Self-Publisher
Editor, Harper Collins



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Anne Loehr

Anne Loehr '90

Why did you go the traditional route?

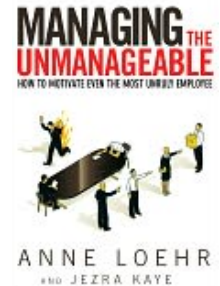
My target audience is CEOs of large, established corporations. These CEOs would be more impressed with a publishing house than a self-published book, so I decided to go that route.

How did you get an agent?

I emailed my entire network and asked each person if they knew of a published author, a literary agent or a publisher. I then compiled a spreadsheet with the responses and systematically called every contact name I was sent. This helped me understand the publishing world from a variety of perspectives. Eventually I found my agent through this network of contacts.

Was it worth it?

Absolutely! I have now published 2 books. My first one, A Manager's Guide to Coaching, was published by AMACOM and helps busy managers quickly learn how to coach their team. Career Press published my 2nd book, Managing the Unmanageable, helps managers learn how to handle their unmanageable employees, bosses, colleagues and business partners.



Anne Loehr '90

How has it helped your business?

Before a meeting with prospective clients, I will send them copies of whichever book is more relevant for the prospect. This not only impresses the prospect, but it also allows them to read about my philosophy and see my style before we meet. It also gives us an icebreaker for the eventual meeting.

If I would like a meeting with a prospective client, I use my book as a business card, introducing myself and asking for a meeting.

My book has given me great press, including the NY Times, Huffington Post, Washington Post and Ladies Home Journal. This all adds to the SEO of my website and adds credibility to my business.

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Katherine Howe



Thanks!



www.katherinehowe.com



<https://www.facebook.com/katherinehowe>



@katherinehowe

Grace Freedson

The Literary World

A bit about me...

History:

- 2000 - Grace Freedson's Publishing Network

• Publishing:

- Past publishing career in-house
- Sat on all sides of the desk:
Publicity, Acquisitions, Director,
Managing Editor

• Focus:

- - All categories of adult non-fiction—business , health, parenting, cookbooks, diet and fitness, science and nature, education, etc.



Submissions

- **The Literary vs. Corporate World**
- **My Business:**
 - Referrals
 - Few Directories
- **What matters most:**
 - Physical Presentation & Proposal
 - Title, Title, Title: Past & Present
 - Author Platform



Role of An Agent

- **Selecting An Agent:**
 - Select an agent whose expertise is in your category
- **Once You Have an Agent:**
 - The Proposal A-Z
 - Who writes the proposal?
 - Agent Submits the proposal
- **Contracts & Royalties**



Publishers: Looking For....?

- **Platform! Platform! Platform!**
 - A sad truth...
 - History of Self-Promotion
 - Blog, Twitter, Fb
- **Credentials**
- **Cutting Edge Ideas**
- **Sales Figures**

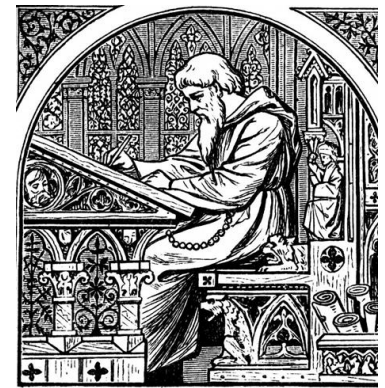


CONNECT WITH US



What Should Potential Authors Be Doing?

- **Publishing Now: You Need a Following First**
- **Bookstores: Inspiration & Research**
 - Visualize
- **Online Catalogs of Publishers**
- **Work on Your Proposal:**
 - Overview
 - Author Bio
 - Table of Contents
 - 1-2 Simple Chapters
 - Market Analysis
 - Competitive Analysis
 - Author Platform
- **Neatness & Willingness to Revise Counts!**



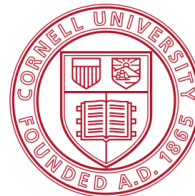
21st Century Publishing

- **The Market Today**
 - Self-Publishing
- **How It Can Help**
- **What to Watch For**
 - Professionalism
 - Distribution
 - Sales History



Bill Quain

Self Publishing: THE BUSINESS OF BOOKS



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Bill Quain '74

The Business of Books



My philosophy:

If you want to change your life...
You have to change your life!

History:

I wrote 19 books.
BUT... The first 5 failed!

I changed instead of waiting for everyone **Else**
to change!

Goals as an Author:

To write, sell books.
Very important for me: to increase my current
business.

Why Self Publishing was the Solution

My Latest Program for Authors:

I saw authors
struggling
needlessly...

I wanted to share my
expertise with them

**Write Fast,
Publish Cheap,
& Sell More!**

Turn your idea into a book
and sell it on Amazon,
Kindle and more!

Bill Quain, Ph.D.
#1 International Best-Selling
Author of 19 Books

Mike Litman
#1 Best-Selling Author of the
Mega-Hit *Conversations
with Millionaires*

Rescue your book dreams



Traditional Publishing

- Some people think a “real” publisher is located in NYC with a long history of turning down manuscripts....
- That is a “REAL SLOW” publisher!
- If you solve someone’s problems, that is REAL enough

The Big Question: Are My Books Real Books?

- 19 books, 20 languages, 2.3 MILLION sold
- Listed on Amazon, Barnes & Noble, etc.
- I have REAL fans who pay me good money, and send me emails

***No Time?* Writing Tips For the Busy**

- Write:
 - In Bursts
 - Write without hands
 - Write first, research later
 - Know intended market – write for *them*, not you
 - Write a series of books
- Non-Fiction for Entrepreneurs:
 - Use 1 – 10 Formula, Keep it short (125 pages), structure first and then add content, focus on the problem

In Order to Sell Something: You Must Know Who's Buying It!

Who is *already* buying?

- Romance
- Self-help – avg. reader only reads 11 pages
- Affinity groups and Association
- Book of the month groups
- Brokers – they MUST HAVE books
- Who buys more books, sick people... or hypochondriacs?
- Don't write books for people who NEED your book, write them for people who will BUY your book – for whatever reason

On-Demand Publishing

- Publish ebooks, print, and multi-media
- NO INVENTORY – books printed to order
- Extremely low entry costs - \$20
- Fulfillment services included – Publisher takes order, collects money, and pays royalties
- Cost for 1, 200-page book about \$8
- www.fastpencil.com/ref=billquain-fp

Fast Pencil

Fast Pencil – The Great Equalizer

- A free online community for authors who want to write, publish, and sell their books.
- Online writing tool with a few clicks for about \$20:
 - Write first – THEN put in order
 - Can help Organize chapters
 - Collaboration
- Get a sales page PLUS list on Kindle, Amazon, etc.
- Example: www.fastpencil.com/ref=billquain-fp

Selling & Promotion

Selling is just as important as writing

- Build a Community
- You're not selling a book, you're "building a community!"
 - Readers
 - Buyers
 - Influencers
- Create *SELLING relationships* – you're providing a product that they need or is on their wish list.
- You want them to buy one book and then buy more.
- Build a list of products – yours and others.

Amazon & Wide Distribution

Want to be on Kindle, Amazon, Barnes and Noble?

- You can do it for \$199!
- They Specialize in Wide Distribution

Become an Amazon Best-Seller:

- How much is this brand worth?
- Concentrate sales on one day
 - Offer bonuses
 - I am doing this for current book, “Happy Leap Year”
- Get tools and use them: website, social media
- Look for sponsors
- Remember the gift market

Amazon Best-Seller: Remember

- Build a list: this is your community
 - Squeeze pages, kick butt and take names!
- Friends & Family Plan
 - Low cost to no cost, affinity groups, current email list

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Gift for CEN Participants:

Copy of Self Publishing Book: Write Fast, Publish Cheap & Sell More!

20 minute self-publishing consultation

www.billquain.com/cornellauthors23

Final Tip: Build a Funnel and...*Stop Worrying* about the one that “Got Away!”

Rosemary Brosnan

10 Publishing Tips from an Editor

Tip #1:

- **Quality of your Manuscript:**
 - It is the most important factor in getting published.
 - You may have hundreds of marketing ideas, but if your manuscript is not excellent... nothing else matters.
- **Outstanding? Your Manuscript will find a Home!**
 - After years in publishing, I continue to believe that an outstanding manuscript will find a home.



10 Publishing Tips from an Editor

Tip #2:

- **Set aside time every day to write**
 - If possible, set a goal of a certain number of words or pages per day.
 - Without discipline, it's difficult to build a career as a writer.



Tip #3:

- **Don't Rush It.**
 - Writing a book is hard, and it takes time to do your best work. When you think you are finished, put your manuscript aside to give yourself some distance from it.

Tip #4:

- **Read.**
 - Read widely to educate yourself about the genre in which you are writing. That seems obvious, but not all writers are readers.



10 Publishing Tips from an Editor

Tip #5:

• Genre

- If you are writing a book for children, don't rely on your memories of books you read as a child—or on the opinions of your children or grandchildren. They are not impartial critics.

Tip #6:

• Writing Conferences

- Attend conferences to learn about the needs of editors and agents, and to meet other writers.

Tip #7:

• Writing Groups

- Join a good writers' group, in which the members will give you solid, constructive criticism.



10 Publishing Tips from an Editor

Tip #8:

• Social Media

- It is increasingly important for writers.
- Get connected, and spend time on social media such as Twitter and Facebook.
- Be genuine in what you say—people can detect phoniness. And be generous to others.



Tip #9:

• Find a great agent

- Find out which agents represent books you love, and books that are most similar to yours. The right fit is important.
- Ask advice of other writers.

Tip #10:

• Don't Give Up

- If you are truly committed to writing, don't give up.
- Some of the greatest writers have been rejected multiple times. Sometimes it's just a matter of finding the right fit with an editor and publisher.



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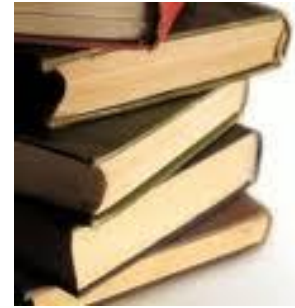
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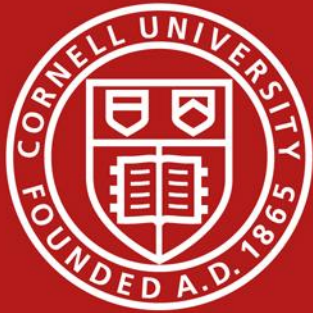
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