

THE  
**JUMPSTART**  
YOUR  
PUBLISHING  
DREAMS  
SEMINAR



W. TERRY WHALIN

# The Jumpstart Your Publishing Dreams Seminar

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**As a service to the reader, this entire book is online so you can easily use the links at:**

<http://www.terrylinks.com/jsw>

**Please note the contents of this book is related to the book, *[Jumpstart Your Publishing Dreams](#)* by W. Terry Whalin—yet it is intentionally different from the book.**

# The Jumpstart Your Publishing Dreams Seminar

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# The Jumpstart Your Publishing Dreams Seminar

## The Seminar Schedule

### Session 1

- Understand today's market conditions
- Current Book Statistic
- Walk in the Editor's Shoes (for a few minutes)
- A Dozen Ways to Jumpstart Your Publishing Dreams

### Session 2

- The Catch 22 of Publishing and How to Beat It
- 8 Characteristics of Successful Writers

### Session 3

- The Importance of *The Pitch*
- Fiction vs. Nonfiction; Book Proposals with Excellence

### Session 4

- Understanding and Negotiating a Book Contract
- Platform Building Ideas for Every Author (including social media)

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## Session 1 Understand The Market

The Market Is Always Changing

### Current Book Statistics – The Number of Self-Published Titles Cracked 1 Million in 2017

The number of self-published books topped the 1 million mark for the first time in 2017, according to Bowker's [annual report](#) on the number of ISBNs that were issued to self-published authors. The total number of ISBNs issued last year rose 28% over 2016, to 1,009,188.

Amazon's CreateSpace division, and the figures show a 50% increase in title output in 2017, with the number of self-published books released by the company reaching nearly 752,000. CreateSpace's closest competitor in the print space, Lulu, saw units fall 5%, to 36,651.

The total 28% gain in self-published books last year was a marked improvement over the 8% increase in self-published titles released in 2016 compared to 2015. Last year, Bowker's director of identifier services Beat Barblan suggested that the 8% gain showed that the self-publishing market may be maturing, but the much higher increase in 2017 prompted Barblan to comment that the growth in self-publishing "shows no signs of slowing down."

Walk in the Editor's Shoes

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## A Dozen Ways to Jumpstart Your Publishing Dreams

1. Why Have Goals?
2. The Catch-22 of Publishing (and how to get around it)
3. Re-Discover a Lost Art
4. Eight Characteristics of Successful Writers – (covered in detail below)
5. Celebrate Reading
6. Join a Writer’s Organization and Much More
7. Platform Building Ideas for Every Author Get your FREE Ebook at: <http://bit.ly/platformideas>
8. Always Be Training
9. Find the Right Agent Download a FREE list of over 400 agents: <http://bit.ly/freeagentlist>
10. Repurpose Your Content
11. Engage the Marketplace
12. When You Face Adversity and Rejection

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## Session 2: Eight Characteristics of Successful Writers

### Introduction

1. Rise To the Challenge
2. Understand and practice the pain of discipline
3. Combine persistence with perseverance
4. Willing to learn from every possible source
5. Embrace the partnership with editors and other publishing professionals
6. Know the power of information
7. Know the importance of relationships
8. Constantly search for the next opportunity to practice your craft

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## Session 3 The Importance of *The Pitch*

Introduction

Fiction vs. Nonfiction

### Book Proposals That Sell

#### Five Questions Every Book Editor Asks:

1. Is it true?
2. Is the book significant?
3. Is it well written or at least salvageable?
4. Will enough people pay to read this?
5. Can the publisher afford it?

#### Six Reasons Book Ideas Are Rejected

1. Sounds like \_\_\_\_\_
2. It's already \_\_\_\_\_
3. It's never \_\_\_\_\_
4. Topics like that \_\_\_\_\_
5. There is too much \_\_\_\_\_
6. It's too \_\_\_\_\_ to produce

#### Six Ways for Your Proposal To Stand Out

1. Create your own marketing plan and why
2. Follow *Pyromarketing*
3. Gather high-profile endorsements <http://www.terrylinks.com/Elder>
4. Bring special sales <http://www.bookpublishing.com>



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5. Gather sales outside of the bookstore *Beyond the Bookstore*:
6. Have A Must-Have Title for your book

### Resources For Every Book Writer

**Book Proposals That Sell, 21 Secrets To Speed Your Success** [www.bookproposals.ws](http://www.bookproposals.ws) or <http://www.right-writing.com/ways.html> or <http://bookproposalsthatsell.com>

**Editor Reveals Book Proposal Secrets** (over *three hours* of teaching about book proposals on audio CD): [www.editorbookproposals.com](http://www.editorbookproposals.com)

Free Ebook #1, **Straight Talk From The Editor**: <http://www.straighttalkeditor.com>

Free Ebook #2, **Book Proposals That Sell, Extra Special Report**: <http://www.bookproposalcoach.com> (a 90-page Ebook)

For easy access to each link, go to the online version of this handout & click the links: <http://www.terrylinks.com/bpw>

### Book Proposal Check List

#### Is Your Idea Saleable?

- Who is your audience?
- Why would they want to read your book?
- Research at several large bookstores to see if anything is already available.
- Check a large major library for competitive titles
- Look at Amazon.com but understand it's not always correct.
- What makes your idea significantly different or better than the competition? These distinctions are your primary selling points. You need at least one major distinction between your idea and the competition for it to be saleable.

#### Proposal Mechanics

Most book proposals range from 15 to 30 pages. These proposals are always 100% typo-free and double-spaced with generous margins. The proposal takes many forms and the writer inevitably dictates the shape of the proposal. The common elements include:

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**Overview** -- this is the most important part of your proposal and should be 1 to 3 pages long. In clear and succinct style it covers:

What is the book about? Why the book is important, useful and necessary?

Who is the audience? Who will buy this book?

What makes the book different or better than any other book in on this subject?

What is the book's marketing handle? This is a twenty word or less description.

What can you do to help the book in terms of promotion?

**Chapter Summaries.** These summaries are an outline of the book. They can be as long as you desire but no less than 150 words for each chapter. Select the format, which works best for you--i.e. outline, narrative, bulleted list of key points, etc.

**The Sample Chapter** You will need at least one sample chapter and probably two chapters (if a chapter is less than ten pages). These chapters should give the reader a strong sense of the book's tone and style.

**About the Author.** Don't be shy. Why should the editor give you this project? Of everyone in the world why you? Specifically show how you are the most qualified individual for this project. Every editor is investing at least \$50,000 so show your worth.

**The Competition.** Everyone believes their book is unique. **It's not** so please detail five or six books will be in direct competition.

**Manuscript Delivery and Length**—important information and many people do not include this information. Your vision for the book is very important.

**Promotion/** Special Markets/ Volume Buy Backs (anything over 5,000 copies)/ Endorsements/  
*PyroMarketing*

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## Session 4 Understanding and Negotiating a Book Contract

### Some Legal Disclaimers

- I am not an attorney nor will I be dispensing legal advice in this class
- To properly understand a book contract, you should contact a literary attorney

### Contract Resources

The Author's Guild ([www.authorsguild.org](http://www.authorsguild.org))

Author Law ([www.authorlaw.com](http://www.authorlaw.com))

**Author Law A – Z, A Desktop Guide to Writers' Rights and Responsibilities** by Sallie Randolph, Stacy Davis, Anthony Elia, and Karen Dustman, Capital Books, Inc. 2005

### Book Contracts

You have a book contract. Congratulations. Now what?

Examination of a sample book publishing agreement

Joan Collins Contract: <http://www.terrylinks.com/JCC>

Some Non-negotiable (in general): Publisher titles the book, edits the book, and writes the back cover material for the book.

Contract Dos and Don'ts by Sallie Randolph

Some basic terms and negotiating tips

Is everything right or are you prepared to walk away?

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## PUBLISHING AGREEMENT

This Agreement is made this 16<sup>th</sup> day of November 2019, between I. Noah Tall of 321 Apocalypse Drive, Hot Coffee, Mississippi, the Author and/or Proprietor (hereinafter called "the Author"), and Gargantua Publishing, doing business at Holy Huddle Drive, New York, NY (hereinafter called "the Publisher"), whereby it is mutually agreed:

### GRANT OF RIGHTS

The Author grants to the Publisher exclusive world rights to print, publish, and sell in all book forms including data base, electronic and computer publishing throughout the world during the full term of copyright and all renewals thereof an unpublished work tentatively entitled:

### THE GREATEST BOOK EVER WRITTEN:

EVEN BETTER THAN HARRY POTTER, JOHN GRISHAM, MAX LUCADO AND *LEFT BEHIND* COMBINED

together with all subsidiary rights as specified under Other Rights, page 2.

### AUTHOR'S GUARANTEE

The Author guarantees that he/she is the sole Author and/or Proprietor of said work, and that it in no way violates any copyright belonging to another party; that it contains nothing of a libelous or scandalous character; that it is not in violation of a right of privacy or otherwise contrary to law; and that he/she and his/her legal representatives will hold harmless and keep indemnified the Publisher from all suits and all manner of claims, proceedings, and expenses, including attorney's fees, which the Publisher may incur on the grounds that said work is a violation of any proprietary right or copyright, or contains anything libelous, scandalous, or otherwise unlawful. The Author shall not, without the consent of the Publisher, publish or contract to publish any abridged or other edition of the said or similar work that shall conflict with the sale of the work covered by this agreement.

### MANUSCRIPT

The Author agrees to deliver to the Publisher on or about the 16<sup>th</sup> day of JMarch 2020, a complete, typewritten manuscript of the work, satisfactory to the Publisher in content and final form, including all photographs, drawings, charts, index, appendix, bibliography, or other supplementary matter. The Author shall be solely responsible for obtaining from the original copyright holders any necessary permissions and any payments that may be required for said permissions for using said copyrighted material in his/her manuscript. The Author must notify the Publisher if any portion of his/her manuscript has previously appeared in print. In the event the manuscript is not in final form satisfactory to the Publisher, including the aforementioned supplements, the Publisher shall have the right to edit and revise the manuscript prior to first publication, or to any subsequent printing; provided, however, that such editing or revision shall not materially change the meaning, or materially alter the text of said work without the Author's consent. Editing to correct infelicities of expression, misstatements of fact, misquotations, errors in grammar, sentence structure, and spelling, and editing to make the work conform to the Publisher's style of punctuation, capitalization, and like details shall not be considered as materially changing the manuscript.

The Publisher will use the same care in protecting the manuscript and accompanying material as customary practice demands in protecting similar material in its possession, but it shall not be liable for damages resulting from the loss or destruction of such materials, or any part thereof.

### COPYRIGHT

The Publisher shall have the right to register the copyright of the work and all renewals of such copyright in the name of the Author in any and all countries of the world. It shall also have the right to any assistance from the Author as may be necessary to protect the copyright and renewals thereof

### PRODUCTION, PUBLICATION, AND ADVERTISEMENT

The Publisher agrees to publish the work at its own expense. The Publisher shall have the right:

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- (a) to publish the work in one or several volumes, and in such form, style, size, type, and manner, including paper to be used, as it deems best suited to the sale of the work;
- (b) to set or alter the title and prices at which the work shall be sold;
- (c) to determine the date of publication, the method and means of advertising, promoting, and selling the work, and all other publishing details, including the number of copies to be printed, if from plates or type or by other process;
- (d) to postpone the publication date in the event of delay from causes beyond its control;
- (e) to publish subsequent and revised editions whenever, in its judgment, it is deemed advisable;
- (f) to decide how long plates or type shall be preserved, when they shall be destroyed, and if and when reprints shall be made.

### AUTHOR'S CHANGES

The Publisher shall furnish the Author with galley proofs of the work. The Author agrees to return such proofs promptly to the Publisher with his/her corrections, and further agrees that the expense of the Author's corrections (other than those due to typesetting errors) exceeding 10% of the cost of composition shall be charged against and deducted from the Author's royalty earnings.

### ROYALTIES

The Publisher agrees to a royalty advance of \$1,000.

The Publisher shall pay to the Author on all copies sold (less returns) royalties, as follows:

- (a) On copies done by the Publisher in regular hard binding or quality paperback (except as provided 12% of the Publisher's net receipts.
- (b) On copies done by the Publisher in mass market paperback (except as provided below), 10% of the Publisher's net receipts.
- (c) On an edition published or reprinted by another publisher or a book club in the United States or elsewhere through license of publication rights, lease of plates or otherwise, 40% of the Publisher's net receipts. If sheet stock or bound books are sold to a book club or another publisher, or sold for export, a royalty of 10% of the net amount received will be paid to the Author. If copies are sold to non-trade accounts, a royalty of 10% of the net amount received will be paid to the Author.
- (d) No royalty shall be paid on any copies given away for the purpose of review and promotion, or on copies damaged by fire or water, or on copies sold as overstock, at or below cost.

### OTHER RIGHTS

The Publisher shall have the exclusive right to arrange, in behalf of the Author, for the sale of all other rights, including serialization, syndication, translation, digest, abridgment or condensation, film or video, dramatization, radio, television, mechanical rendition and/or recording, or any other use of the subject matter; and if these rights are sold, the net royalty earnings shall be divided equally between the Author and the Publisher.

### USE OF SELECTIONS

The Publisher, after the work has been published, may publish or permit others to publish such selections, digests, abridgments, serializations, syndications and mechanical, visual, and sound reproductions or recordings as it thinks proper, without compensation to the Author or the Publisher if, in the judgment of the Publisher, such use may benefit the sale of the work.

### AUTHOR'S COPIES

The Publisher will furnish ten copies of the published work to the Author without charge. Should the Author desire additional copies (not for resale to dealers), they shall be supplied at a 40% discount from the retail price, shipping charges additional.

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### ACCOUNTING

The Publisher shall prepare semi-annual statements, accounting for all sales (less a reasonable allowance for returns) through February 28 and August 31; such statements to be mailed along with payment within three months of those dates. The Author agrees that any account, bill, or amount due of any nature that may be due the Publisher by the Author, whether under this agreement or not, shall be chargeable against and shall be deducted from any and all royalties accruing to the Author under this and/or other agreements between the Author and the Publisher.

### TERMINATION OF PUBLICATION

If the Publisher finds the sale of the work reaches a point not justifying reprinting, it shall have the right to declare the work as out of print. By written notice to the Author's last known address, the Publisher shall advise the Author of this declaration, and the Author shall have the right for thirty (30) days from notice date to purchase the films, if any, of the work at one-half the original cost of composition, design and films, and remaining bound copies or sheets, if any, of the work at cost, shipping charges additional. If the Author fails to purchase, as aforesaid, the Publisher may dispose of any such films, bound copies, and sheets without further liability for royalties.

### ASSIGNMENT

This agreement shall inure to the benefit of and be binding upon the Author's heirs, administrators, and assigns, and the successors and assigns of the Publisher, but no assignment, either voluntary or by operation of the law, shall be binding upon either party without the other's written consent.

### OPTION

For and in consideration of the personal promotion and publicity to be rendered by the Publisher for and in behalf of the Author in connection with the advertising and promotion of this work, the Author grants the Publisher an option on his/her next book. In no case shall the Publisher be obligated to consider said next book sooner than six months after the publication of the work hereby contracted for.

### RECIPIENT OF ROYALTY

The Publisher, until advised otherwise by the Author or his/her legal representatives, along with proper documentation, will issue the royalty check payable to:

Name:

Street Address:

City, State, Zip Code:

WITNESS the signatures of the parties hereto:

to be paid within thirty days of the following:

**The Publisher**

Date

**The Author**

Date/Social Security Number/Citizenship

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## Platform Building Ideas for Every Author

What is a platform and why do I need one?

Free ebook on the topic: Platform-Building Ideas for Every Author: <http://bit.ly/2F70b87>

## Go Viral: Marketing on the Social Networks

By W. Terry Whalin

Why Be Social?

In general, writers are not social

The Statistics: More than 330 million active monthly users ([Twitter 2017](#))

More than 1.45 billion daily active users on Facebook ([2017](#))

More than 562 Million LinkedIn ([May 2018](#))

There is a wrong way to use social media—some examples

There is a right way.

## Five Key Principles for Social Media

1. Be consistent in your message. To be consistent you need a plan and a brand and a direction.
2. Create an attractive environment that draws readers.
3. Craft your message. Include links from others. Don't just toot your own horn.
4. Be interesting and varied in your different messages within your brand
5. Interlink your tools and automate. Do not let it overwhelm your life because it can but should not.

Learn much more detail in *Jumpstart Your Publishing Dreams* by W. Terry Whalin available immediately as an Ebook or paperback: <http://www.jumpstartdreams.com> Get a sample of the book at:

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[www.terrylinks.com/jypd](http://www.terrylinks.com/jypd) Also check out Terry's Write A Book Proposal training [www.WriteABookProposal.com](http://www.WriteABookProposal.com) and download his free teleseminar & Ebook at: [www.askaboutproposals.com](http://www.askaboutproposals.com)

Have your book considered with a New York-based Publisher, Morgan James Publishing and contact Terry in his acquisitions editor role. Email Terry at: [terry@morganjamespublishing.com](mailto:terry@morganjamespublishing.com) (work) or [terry@terrywhalin.com](mailto:terry@terrywhalin.com) (personal)

### Twitter Basics

Why Twitter? Let's examine the Twitter numbers. (330 million as of December 2017)

Mastering Twitter in 10 Minutes or Less <http://terrylinks.com/mt>

How To Select Your Twitter Name (your personal name or the brand name)

Control Your Tweets – think of your target with each tweet.

Three Little Known Twitter Tips by Jeff Herring <http://bit.ly/awKMDp>

Keys to Starting Your Account

Include your photo and real name and bio – Tweeters like to deal with real people

Change the background to give it your look: <http://freetwitterdesigner.com/>

I have my settings set to receive an email notice if anyone follows me. Why?

To block the spammers, to block the porn (yes it's on twitter too), to look at the tweets and make sure they are in English (my own preference to have English on my Twitter stream). If pass those simple rules, then I follow them.

Use Hootsuite: <http://www.hootsuite.com> (to time your tweets—free—then pay)

Use Refollow to follow targeted people: <http://www.refollow.com> (\$20 per month)

Use Manage Flitter to unfollow people who do not follow you (after a period of time), delete fake accounts, and more—free: <http://manageflitter.com/> (or \$12 a month)

Find Twitter Leaders: <http://www.twellow.com/>

### Automate your content on Twitter using Google Alerts

1. Do you have a Gmail account? If not create one. While you are signed on to that Gmail account...
2. Go to Google Alerts
3. Select several phrases that you want to turn on alerts
4. Leave the Type as “comprehensive” or from anywhere on the web



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5. Change How Often to “as-it-happens” because you want it throughout the day and fresh
6. Change Deliver to: and select “feed.”
7. When you save it, you will see the feed in Google. Notice the orange icon or the word “feed.” Right click on that and copy out the feed URL because you will need it for the next step.
8. Go to <http://twitterfeed.com> and log on to this application using your twitter username and password.
9. After you log on to Twitterfeed, you are creating a new Feed. Give your feed a title and paste the RSS feed URL from Google alerts into the feed spot.
10. Click the Advanced Settings. Change “Update Frequency” to every 30 minutes and post up to “3” new updates at a time.

It is critical to provide content, point to articles, give free resources and not to engage in hard selling (buy me, buy me). It’s a soft sell approach that works on Twitter.

### Facebook

The average person has less than 400 Facebook friends. How can you increase your friends?

1. Slowly send friend invitations to others in your target market
2. Put good content on Facebook
3. Consistently grow your reach in this market

Grab this 82-page report from Marketing Guru John Kremer: **Facebook Marketing for Book Authors – Get More Fans and Book Sales, 108 Great Websites for Book Authors:**

<http://terrylinks.com/JohnKremerFacebook>

### LinkedIn

Millions of people are on this important network. Establish yourself as an expert and build relationships and connections. Publishing people move a great deal—but I’ve found they take their LinkedIn accounts with them in their move. If you have a connection to them, you can always reach out to them and keep up.

Grab this 35-page report from John Kremer: **LinkedIn How to Use LinkedIn to Promote Yourself as an Author or Expert, Find Promotional Partners, and Build Long-Lasting and Useful Relationships:** <http://terrylinks.com/JohnKremerLinkedIn>

### Pinterest

One of the growing social networks is Pinterest. Grab this 70-page report from John Kremer: **Pinterest How to Use Pinterest to Promote Your Book (Product or Service), Supercharge Your Website, and Build More Traffic to Your Website:** <http://terrylinks.com/JohnKremerPinterest>

## About The Author

### W. TERRY WHALIN



W. Terry Whalin understands both sides of the editorial desk--as an editor and a writer. He worked as a magazine editor and his magazine work has appeared in more than 50 publications. A former book acquisitions editor for several publishers and a former literary agent, Terry is an acquisitions editor at [Morgan James Publishing](#). He has written more than 60 books through traditional publishers in a wide range of topics from children's books to biographies to co-authored books. Several of Terry's books have sold over 100,000 copies. Whether you are unsure how to start on the path to publication or want to take your publishing career to the next level, Terry's book, [JUMPSTART YOUR PUBLISHING DREAMS, INSIDER SECRETS TO SKYROCKET YOUR SUCCESS](#) is packed with insight. Terry is a popular speaker and teacher at numerous writers' conferences and an active member of the [American Society of Journalists and Authors](#).