

Presentation

Getting Started:

- Books that worked for consultants and why (and not just for the Stephen Coveys and Michael Porters)
- How agents and editors judge book ideas, proposals, and authors
- Presenting a “platform” to an editor
- Creating a title and table of contents.

Getting Published:

- Outline for a book proposal
- Landing an agent and a publisher
- Getting the best possible book contract
- Building a brand around your book

Conclusion

Novice authors—even those with a book or two to their credit—invariably make costly mistakes. This session holds nothing back and frankly discusses:

- When a book is *not* the best marketing tool for a consultant
- Advances, royalties, fees for ghostwriters and publicists, cost of self-publishing, and potential earnings
- Time, work, and trade-offs involved in the various routes to publication
- Ways to *quickly* learn whether your book idea is worth pursuing
- Ways to present yourself favorably to agents and editors regardless of your consulting and writing experience

. . . . of making many books, there is no end.

—ECCLESIASTES 12:12

