

Publishing Coach Weekly

<http://www.PublishingCoachWeekly.com>

*"Please print this page and tape it to your wall so you will remember to attend this
Publishing Coach Weekly Teleclass ..."*

--Diane Eble

Teleseminar Dial-In Details

Date & Time: Thursday, January 22, 2009
12 p.m. Central (10 a.m. Pacific, 1 p.m. Eastern)
Dial In: 218-486-3694
Use Conference ID: 821610#

**To attend this event online via webcast, click this link at the
appointed time...**

<http://instantTeleseminar.com/?eventid=5746008>

Topic: "The Three Paths of Publishing: Which is Right for You?"

Duration: 30-45 minutes

3 Tips for Getting the Most Out of This Call

1. Print out this Resource Guide so you can take notes during the call.
2. Take the suggested action steps.
3. Check out the resources mentioned that apply to you.

Quote of the Call:

"If you do not ask the right questions, you do not get the right answers. A question asked in the right way often points to its own answer. Asking questions is the A-B-C of diagnosis. Only the inquiring mind solves problems."--Edward Hodnett (American poet 1841-1920)

Intro: Why I use the bamboo theme

The way publishing was:

Current trends in publishing:

3 Paths of Publishing Overview

Publishing Path #1: The Writer Path

Characteristics:

Best ways to publish:

What it takes to succeed in this path:

Resources

Freelance writing career:

<http://www.wordstoprofit.com/freelance.html>

Copywriting: Maria Veloso's Web Copywriting University

<http://www.wordstoprofit.com/web-copywriting.html>

January09 Special

Publishing Coach Weekly

<http://www.PublishingCoachWeekly.com>

Publishing Path #2: The Expert Path (book as lead generator/credibility booster)

Characteristics

Best way to publish:

What it takes to succeed in this path:

Resources

"14 Ways a Book Will Boost Your Business" Special Report:
<http://wordstoprofit.com/BusinessReport.html>

For exploring self-publishing companies: My Virtual Book Tour with Mark Levine: www.askaboutselfpublishing.com (Ask question and/or listen to replay. Special offer at end of teleseminar.)

Mark Levine's book, [The Fine Print of Self-Publishing: The Contracts & Services of 45 Self-Publishing Companies--Analyzed, Ranked and Exposed](#) (Get ebook version so you can search easily.)

January09 Special

Publishing Path #3: Book as business

Characteristics

Best way to publish:

What it takes to succeed in this path:

Resources for Any Path:

Terry Whalin's new book (again, get ebook for searchable links):
<http://www.wordstoprofit.com/terrywhalinebook.html>

Help a Reporter: free email service listing what editors/reporters are looking to cover. <http://www.helpareporter.com>

January09 Special

This package is designed to get you started on whichever publishing path is right for you. It will:

- **help you to lay the best foundation for your book (or other info product)**
- **show you how to banish "writer's block" forever and learn to create quickly, easily, and enjoyably**
- **guide you to choosing the best title for your book/info product**
- **provide you with personal follow-up so you won't waste time or money or get discouraged!**

Here's what you'll get if you order before 9 p.m. (Central) on January 31, 2009:

- **"Write Your Book Right: 12 Questions Successful Authors Always Answer" eBook** (\$47 value) Guides you through the all-important questions *any* author needs to ask and answer, preferably before writing your first word.
- **"Write Your Book Right' Workbook** (fill in your answers to send in for follow--up consultation)
- **30-minute Follow-up Consultation** (\$87.50 value)
- **access to replay of 'Writing Secrets Revealed' class** (\$14.95 value). Includes both the blank Action Guide (for taking your own notes) and the Action Guide with Diane's filled-in notes.
- **"[How to Choose Your Bestselling Title](#)" Special Report** (normally available only to those who choose the 60-minute consultation upgrade)