

The Secrets of Creating and Successfully Publishing Your Own Book

How to take your project from idea to successful book

by

Trisha Adelena Howell (with Addie & Rocky the Pekingese)

Would you like to know an easy, creative, and effective way to generate ideas and then how to turn those ideas into excellent books that generates sales? This interactive workshop helps you understand what is involved in creating and publishing a book and then how to apply these principles to your own writing.

Trisha Adelena Howell is the author of 16 books, with 5 published in the past year alone. As president of Howell Canyon Press, she has extensive experience in all aspects of book publishing.

Addie & Rocky the Pekingese are friendly, playful, and gentle puppies who interact beautifully with both children and adults. They have been the inspiration for several Howell Canyon Press books.

Trisha reveals a highly effective means of generating book ideas and then shows you how to professionally take them from the idea stage to the printing of the final book and through the effective marketing of that book. She helps you discover:

- What's really involved in creating or publishing your own book
- Where good book ideas come from
- A highly effective technique you can use to generate and develop ideas
- How to take your ideas and turn them into a good book
- How to find good professional editing
- How to find a good agent and the right publisher (if you are not self-publishing)
- How to find the right illustrator and the right book designer
- How to find the right printer for your book and for your publicity material
- How to get book endorsements and book reviews
- How marketing starts at the very beginning when creating a book
- What organizations you need to belong to
- How to market your book to distributors and wholesalers
- How to market your book to bookstores, libraries, and specialty outlets
- How to market your book on the internet
- How to get your book noticed through entering and winning contests
- How to get your book noticed through bookstore, school, and library readings and signings
- How to market your book directly to the book consumer
- Advantages and disadvantages of self-publishing, or when to go with the big guys
- Why you need all of the above knowledge even if a big publisher releases your book

Trisha will provide a web link (www.HowellCanyonPress.com/WritingPublishingHandouts.htm) for free handouts. These include detailed information about resources for writing, publishing, and marketing your own book. She will also direct you to a web link where, at a discount for attendees only, you can download her *Great Writing Secrets* book, a compilation of the best writing advice Trisha has received over the years from attending numerous writing workshops and from reading over 100 books on writing. You may also purchase, at a conference-only discount, her new book *The Journeying Workbook: Adventuring to Unleash Your Inner Power*, which shows you how to boost your creativity as well as your health, happiness, and success in all areas of your life. For more information, please contact Trisha at info@HowellCanyonPress.com or at (888) 252-0411.