

*“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: Tuesday, November 25, 2008
7 p.m. Central (5 p.m. Pacific, 8 p.m. Eastern)**

Dial In: 1- 218-486-3696

Passcode: 821610#

TO ATTEND THIS EVENT ON THE WEB, CLICK THIS LINK ...
<http://instantTeleseminar.com/?eventid=5123316>

**Topic: "How to Be a Successful Author in the 'New Era of
Publishing'"**

Duration: approximately 60 minutes

3 Tips for Getting the Most Out of This Call

1. Print out this study guide so you can take notes during the call.
2. Get your Electronic Marketing Profile at
<http://www.wordstoprofit.com/emprofile.html>
3. Read the articles mentioned below.
4. Sign up for the Teleseminar Secrets Preview Call
(www.teleseminarsecretspreview.com)

Quotes of the Call:

"If publishers had sat down 10 years ago and tried to figure out something that could connect them to their customers, share their information, allow them to develop deep, targeted, meaningful, individual relationships, and sell product with less friction all at the same time, they couldn't have invented anything better than the Internet, which as a reading medium has given rise to an epistolary culture that we never could have imagined. ...

"The Internet was designed for us [publishers and authors]. WE couldn't have made something any better, and I think precious few publishers have taken aggressive advantage of all the ways in which a good Internet strategy can spread the world about their products, bring them closer to their customers, and help them drive sales. Retailers tell us all the time, people find out what they want to read online. . Every publisher [I would add, author] should be thinking of their digital strategy as really beginning with the Internet, and branching out from there."

--Michael Cader, editor of *Publisher's Marketplace* and *Publisher's Lunch*

"You don't make money writing books, you make money *explaining* books."
--Alex Mandossian, teleseminar expert

From this call you will discover:

1. Some of the changes happening in publishing. Why some people are scared—and others (like me) are excited.
2. Why I think this is the BEST time in history to be an author—how New Era Publishing is better for author and audience.
2. Why being a total newbie at all this is an actual *advantage*.
3. The Key *mindset* to becoming a successful author in the New Era of Publishing.
4. Publishing Then and Now—and why Now is so much better!
5. Why teleseminars are a cornerstone of New Era Publishing and how to get further training in teleseminars.
5. Answers to your questions!

What is happening in publishing and what will it mean for authors?

Why is this New Era of Publishing the BEST Time to Be an Author?

Mindset you need to become a successful "New Era" author:

1.

2. _____

3. _____

What makes all these changes possible: _____

Advantages of being a newbie to all this:

Bonuses from Diane if you sign up for Teleseminar Secrets:

1. _____

2. _____

3. _____

4. _____

5. _____

www.teleseminarsecretsforauthors.com

Why This is the Best Time to Be an Author (Publishing Then and Now)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

Q&A

Donna asks, "What are the most effective ways to promote a book using social media?"

Recommended resource: www.wordstoprofit.com/MasteringTwitter.pdf

Kathryn asks, "Does someone make more profit self-publishing or going with a publisher in today's market?"

Recommended resources:

www.askaboutselfpublishing.com/replay.php: Virtual Book Tour with Mark Levine on self-publishing.

[The Fine Print of Self-Publishing](#)—Mark's book. (Get the ebook; it's searchable and you get it instantly. Listen to VBT first to get info on special bonus.)

Dennis asks, "Given your current article (I think he's referring to the blog post I did recently, at yourbookpublishingcoach.com), what are the current pros and cons of self-publishing and going with another publisher?"

Recommended reading: ["Self-Publish or Get a Mainstream Publisher?"](#) (Article).

Notes: _____

Action Steps:

1. Get your Electronic Marketing profile:
<http://www.wordstoprofit.com/emprofile.html>
2. Sign up for Teleseminar Secrets Preview call on December 4 (and make sure you listen!):
www.teleseminarsecretspreview.com
3. Check out what you'll get, from him and me, if you sign up for Alex's Teleseminar Secrets course:
www.wordstoprofit.com/teleseminarsecrets.html
4. Check out the other resources mentioned in this call, as it applies to you.
5. Keep attending my teleseminars and reading my blog (www.yourbookpublishingcoach.com) so you can become a successful "New Era Publishing" author!