

Empowering Authors



THE NEW REALITY IN PUBLISHING

Alaska Writers Guild – March 2012

By David Weatherholt

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The New Reality in Publishing

- Alaska Writers Guild
- The Publication Process
- Freedom with Technology
- Wake-Up The Entrepreneur
- The Really Hard Part
- Your Take Away



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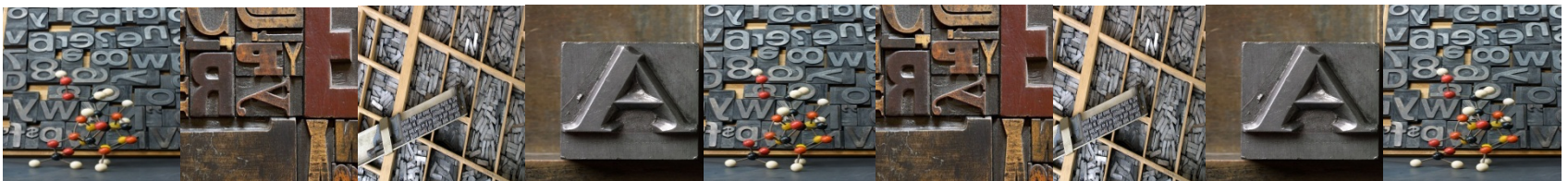
Alaska Writers Guild

- **The Mission of the Alaska Writers Guild**

To educate and inform beginning, intermediate, and published writers throughout their creative process to **become published** authors and **increase their sales**.

- **Creative People Focus on Their Craft**

As little as 10 years ago; writers had very few options when it came to publishing. **Times have changed!**



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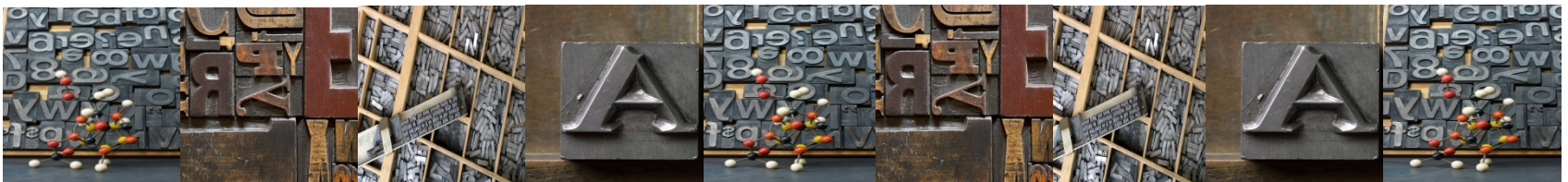
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The Publication Process

- **Only 5 Simple Steps:**

1. **Submit Finished Manuscript**
2. **Acceptance & Negotiation**
3. **Pre-Production**
4. **Production**
5. **Marketing:** Advertising/Sales/Distribution

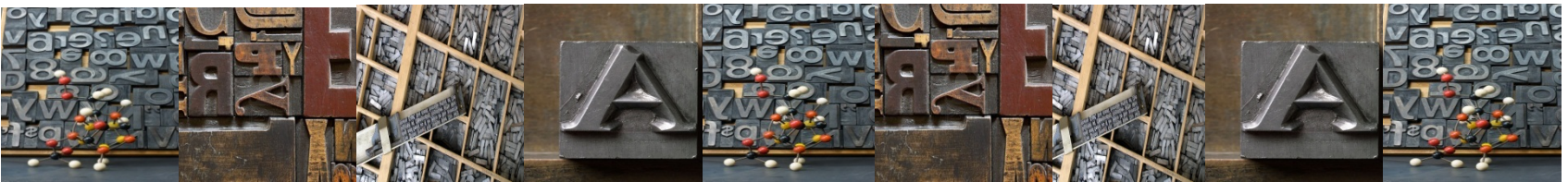


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Freedom with Technology

- Remember the Typewriter
- Graphic Design Business
- Kelsey Gray
- Microsoft 1996
- Publishing Freedom



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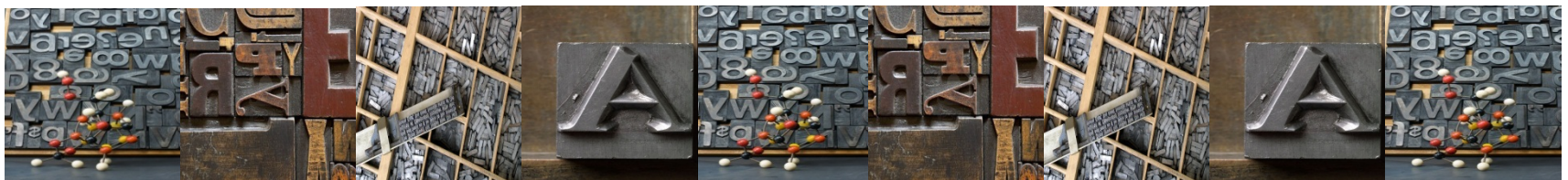
Waking-Up The Entrepreneur

"**One** who undertakes an enterprise, especially a contractor, acting as intermediary between capital and labor."

Jean-Baptiste Say, a French economist

"**Entrepreneur** is not a job title. It is a state of mind of people who want to alter the future." *Guy Kawasaki, Art of the Start*

"An **entrepreneur** the owner of a business who hopes to make money through risk and initiative." *David W. Weatherholt, A Wild Ride*



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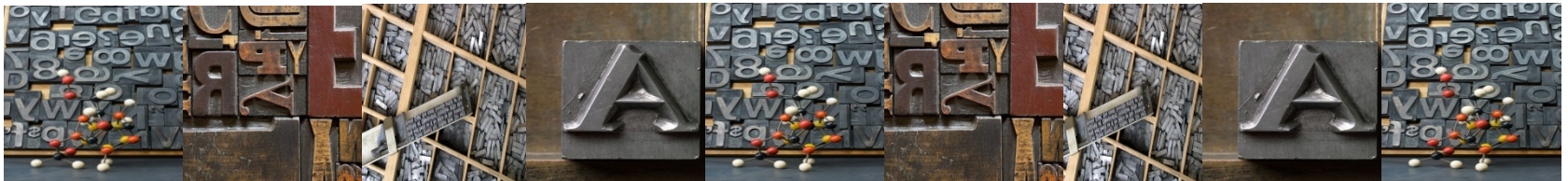


The Really Hard Part

- Marketing
- Advertising
- Sales
- Distribution

“The fear of **regret** is greater than the fear of **failure**.”

David W. Weatherholt, A Wild Ride

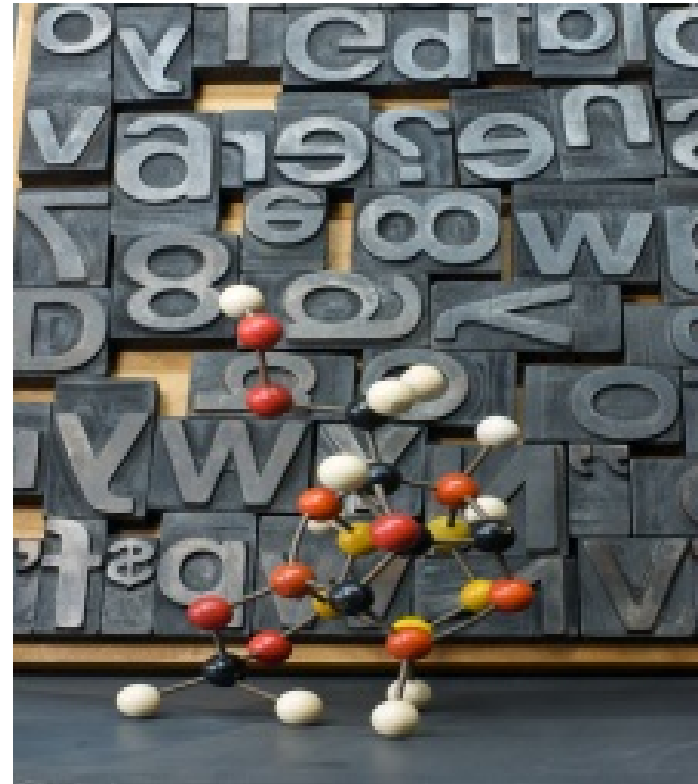


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Your Take Away

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Comments/Questions/Thoughts



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