Writers Conversations Series
Beyond Your Book

bizworks STUDIO

*Everything **But** The Writing*

Your Experts

Paul McNeese is Senior Editor and Publisher at OPA Publishing of Chandler. A published author, he works with others as they develop their properties, shepherding them through the creative process and into the ranks of published authors.

Roger Wyer is founder of *Conversation Point: Another School of Thought*. He is a writer, publisher, speaker, and consultant to business and non-profit organizations. Mr. Wyer is the author of "Choosing Joy at Work."

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"Fantastic opportunity to network, get valuable, practical information and develop plans to be successful"

"I totally enjoyed the intimacy of the groups."

"I loved that your instructors had passion and they really truly wanted to help the writer."

"Great opportunity to learn so much about getting focused on what I want to do!"

"This is a very good starting point for someone who is serious about starting a book project."

"...saved me from making huge mistakes in getting my writing published..."

"A great, supportive environment. I'm inspired by all the new ideas I received on how to promote my book. I love the community we created."

♦ ♦ ♦

FOR MORE INFORMATION AND/OR TO REGISTER, CONTACT:

bizworks STUDIO

Conversation Point: Another School of Thought

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What's In It For Me?

Most writers struggle with marketing. Just ask them. They can't seem to connect with potential customers in sufficient quantities to sell their business or move their ideas out to the public.

The need for just-in-time learning about the book business is poorly met. Libraries are too slow. The Internet is overloaded with information. Journals require research skills. Where do you go to learn what you need to know – now?!

Join writers from every genre and every level of experience to share ideas, feelings, and experiences in a spirit of respect, curiosity, and caring. Experts will briefly share key points related to the topic and open each conversation with questions to help set the tone, open the topic, and allow guests to feel comfortable with each other. The rest of the conversation grows from questions and interchange in which we seek greater insight and understanding.

Join us for *BRINGING YOUR BOOK TO LIFE* where you will...

❖ Figure out what you want to accomplish with your book
❖ Learn how to integrate writing with the rest of your life
❖ Determine if your project is best suited for a large publisher, a small one, or self-publishing

Join us for *BOOK PRODUCTION* where you will…

❖ Learn the processes involved with converting your manuscript into an actual book
❖ Begin deciding how much of this work you'll do yourself, and which pieces you'll farm out
❖ Refine your vision for your physical book to best access your market

Join us for *THE 4 P'S OF GETTING YOUR WORD OUT* where you will…

❖ Learn why you need to become the expert in your field
❖ Understand the distinction between promotion, publicity, public relations, and public speaking
❖ Begin choosing and developing those tools most appropriate to you, your book, and your market

Understanding the Benefits

❖ Join an intimate group of writers in lively conversations facilitated by experts from the publishing business. You'll realize you're not alone – and, you will be heard!
❖ Create awareness and focus that nurtures the realization of your book.

Winter 2007		
Bringing Your Book to Life	***Book Production***	***The 4 Ps***
January 13		
January 27	February 10	February 24
March 10		
March 24	April 14	April 28

Saturdays from 9:00 AM – 4:30 PM

BizWorks Studio
2131 E. Broadway Road – Suite 4; Tempe, AZ 85282

Cost: $120 for your first conversation; 15% discount on additional conversations
- Lunch and refreshments included -
Registration is limited to only 10 people so register early! We will waitlist.