

## Jerry Simmons Speaks

### How To Profit From Trends In Publishing

There are three basic myths about book publishing, as the industry evolves, writers should understand the basics of the marketplace and how to spot trends that offer opportunities. Successful publishers and authors recognize the direction of the market and how to make changes that allow them to maximize their revenue and profits. This presentation will outline the basics, describe the trends and provide a clear direction on how to profit.

### Book Marketing: What, When & How

Getting a manuscript published is easy, selling books is hard. There are seven basic areas that writers must know to maximize their marketing budgets. To successfully compete for book sales authors must understand the marketing strengths and weaknesses of their bigger New York competitors. This presentation outlines how any author can compete effectively by taking advantage of their major competitors and what common mistakes to avoid.

## Activities:

**Friday Workshops:** Three workshops will be held Friday from 4 PM to 6:30 PM. Workshops are free, but seating is limited. RSVP required.

**Friday evening meet & greet** with the speakers and special guests after the workshops. Free Comedy Night at Chilkoot Charlies Nightclub 8:30-10:00 PM.

**Manuscript Reviews:** Submit up to 15 pages for instructor review and evaluation for a mere \$35. Find out where your manuscript stands in the world of creative writing.

**Panel Discussions:** Question and answer sessions with the entire faculty Sunday afternoon at 3:00 PM.

**Distinguished faculty:** most have authored nationally recognized books and they work every day as authors, editors, agents, and publishers.

**Meals and AM-PM snacks** included in Conference fee.

**Special hotel room rate for attendees.**

**FREE parking.**

**AWG Awards Banquet with special keynote speaker (TBA). Saturday evening from 6:00 – 8:00 pm. Door prizes. Bring a guest for just \$50. RSVP required.**

Know of a member that has achieved a writing goal this past year? Nominate them for an AWG award. Look for a nomination form online at [www.alaskawritersguild.com](http://www.alaskawritersguild.com).

## Sign Up for Private Manuscript Consultations! Limited Number Available!

Only **\$35.00**

### SIGN UP NOW!

- Early registration discount available until June 30, 2012
- Online registration at [AlaskaWritersGuild.com](http://AlaskaWritersGuild.com)
- Some scholarships available! Apply early.
- Full information at [www.alaskawritersguild.com](http://www.alaskawritersguild.com) and click on CONFERENCE.

### Fees\*

\$225 through midnight, June 30, 2010

\$250 through midnight, July 30, 2010

\$275 through September 10 **if space available.**

Bring a guest to the AWG Awards Banquet for just \$50. RSVP required.

\*Guild members receive \$25 discount

### Meals included with workshop fee.

## ALASKA WRITERS GUILD

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[www.alaskawritersguild.com](http://www.alaskawritersguild.com)

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Special hotel room rate for attendees.



## Sign Up Now!



**Jerry D. Simmons**  
*Publishing Consultant  
 Author, Blogger, Speaker &  
 Newsletter Publisher*

Jerry is a 35-year veteran of publishing, 25 in New York with Random House and the former Time Warner Book Group as Vice President, Director Field Sales. His division generated hundreds of millions

of dollars in book sales across the United States and Canada.

Over the years he has worked on thousands of New York Times bestselling titles and hundreds of New York Times bestselling authors including:

- James Patterson
- Nelson DeMille
- David Baldacci
- Sandra Brown
- Nicholas Sparks
- Michael Connelly

He is the founder of [www.WritersReaders.com](http://www.WritersReaders.com) which is a free source for information about book publishing and marketing. His Newsletter TIPS for WRITERS is read by thousands of readers around the world. He is also the founder of the free online marketing website for writers, authors and publishers [www.NothingBinding.com](http://www.NothingBinding.com).

His book, WHAT WRITERS NEED TO KNOW ABOUT PUBLISHING is described by the #1 New York Times Bestselling author Sandra Brown as "The good, the bad, and the ugly aspects of book publishing, told in a straight-from-the hip manner. New writers take note."

New York Times bestselling author Allison Brennan said "The information was absolutely incredible! I would recommend your book to all aspiring and new authors."

New York Times bestselling author and creator of "Rambo" David Morell said "As the publishing world changes drastically and daily, this book brings all writers, beginning and established, up to speed on what editors and agents assume that authors know."

Jerry speaks around the country and his writing has appeared in *Writers Digest*, across the Internet and in several books. He spends his time writing and speaking with writers about the importance of understanding the marketplace and educating them about the business of publishing while sharing the secrets of the largest booksellers and publishers in the world.



**Vivian Zabel**  
*Editor*

As an editor for over thirty-five years, an English and writing teacher for nearly thirty years, an author with poetry, articles, short stories, and novels published (with a few writing awards), and the head of a small publishing company for over four

years, Vivian Zabel experienced both sides of the submission experience.

Her publishing company 4RV Publishing produced the Oklahoma Book Award winner in fiction for 2010: "Confessions of a Former Rock Queen" by Kirk Bjornsgaard. Other books have received regional awards in their categories. 4RV has released children's books, middle grade and young adult books, novels, and nonfiction books.

Vivian has also received emails from rejected writers thanking her for sharing evaluation comments that help and swearing at her for being so blind she can't tell wonderful writing when she reads it. She's very qualified to discuss submission etiquette.

**Wilda "Willy" Williams**  
*Editor*

Wilda "Willy" Williams ([wwilliams@mediasourceinc.com](mailto:wwilliams@mediasourceinc.com)) is Library Journal's Fiction Editor. She specializes in popular fiction and edits the *Mystery*, *Science Fiction*, *Christian Fiction*, and *Word on Street Lit* columns. She also can be found discussing books on Twitter at @willywaldo and on *Library Journal's* Facebook page: <https://www.facebook.com/pages/Library-Journal/11249119181>

Seminar topics:  
 "How to get a book review from *Library Journal*." Covers the process when the books come in; the requirements for review; what the process is from beginning to end; who gets your reviews; what the benefits are to an author to get a library review. How many are done each year and how many are refused; why they are refused; The history of the *Library Review* from how it got started to where it is today. How it is funded.



**Jan Harper Haines**  
*Author*

Jan Harper Haines is Athabaskan-Irish-Russian and Dutch. She has written about her family and its rich heritage. Her mother, Flora Jane Harper was the University of Alaska's first Native graduate in 1935. Jan's great uncle, Walter

Harper, was the first man to reach the summit of Denali in 1913. Her great grandfather, Arthur Harper, was one of the first to discover gold on the Yukon. Jan's other great-grandfather, John Minook, was the first to find gold in the Rampart area, a discovery that established the town of Rampart. Jan is a graduate of West Anchorage High School and the University of Alaska, Fairbanks. She taught at Orion Junior High on Elmendorf AFB in Anchorage and has had a twenty-year career in advertising and marketing.



**Gordon Warnock**  
*Agent*

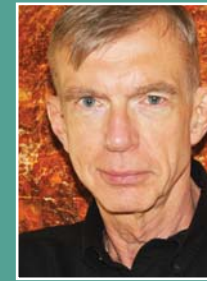
Gordon Warnock, Senior Agent with Andrea Hurst Literary Management, combines industry knowledge with a sharp editorial eye and experience as a college-level tutor to provide friendly and respectful aid with polishing manuscripts and book

proposals. He is a frequent teacher and speaker in the literary community at events such as the San Francisco Writers' Conference, the AWP national conference and bookfair, and the Northwest Institute of Literary Arts MFA program.

With a zest for fresh, new writing and a deep love of the classics, Gordon always has his eye out for works which will not only thrive in the current market but will also withstand the test of time, bringing joy to readers for years to come. In that spirit, he seeks to establish involved, long term working relationships with talented and dedicated authors of many genres.

Specific genres Gordon represents include: Memoir, Cookbooks, Political and Current Events, Humor, Career, Self-Help, Pets, Commercial Fiction and Contemporary Realistic YA (that means no vampires).

He does not represent: Religious Fiction, Genre Fiction, New Age, Children's, Middle Grade, Collections of Essays, Short Fiction or Poetry



**Jurgen Wolff**  
*Author/Teacher*

JURGEN WOLFF is an author, teacher, and creativity consultant. His books include "Your Writing Coach" and "Your Creative Writing Masterclass" (Nicholas Brealey Publishing), "Creativity Now!" (Pearson), "Do Something Different" (Virgin Business Books, with a foreword by Sir Richard Branson), "Successful Scriptwriting" (*Writers*

*Digest Press*), "Top Secrets: Screenwriting" (Lone Eagle Press), and "Successful Sitcom Writing" (St. Martin's Press). He has written for many publications including the *Los Angeles Times*, the *San Francisco Chronicle*, *Broadcast Magazine*, and he is the editor of "Brainstorm," the creativity ebulletin. Next year Nicholas Brealey will publish Jurgen's next non-fiction book, "Your Screenwriting Coach."

In the United States, he wrote for sitcoms including "Benson" and "Family Ties." He wrote the feature film, "The Real Howard Spitz," starring Kelsey Grammer and directed by Vadim Jean. He was a script doctor on the hit film, "Mannequin" and others starring Michael Caine, Walter Matthau, and Eddie Murphy.

For Germany, he co-created the comedy series, "Lukas," which ran for 65 episodes, and an original comedy series called "Krista." He also wrote nine episodes of the series, "Relic Hunter."

His play, "Killing Mother," was produced at the Gorky Theatre in Berlin, and he's also had plays produced in New York, Los Angeles, and London.

He has presented his courses at the University of Southern California, the University of Barcelona, the Skyros Institute, many films schools, and groups and organizations including The Academy for Chief Executives, Egmont, Grundy-UFA, and Columbia-Tri-Star. For eight years he was a visiting lecturer for the Pilots Program in Sitges.



**Susan Meissner**  
*Author*

Susan Meissner is the author of thirteen novels, including *The Shape of Mercy*, named by *Publishers Weekly* as one of the top 100 novels for 2008. She has a background in community journalism and is an award-winning

former columnist and newspaper editor. When she's not writing she writes small group curriculum for her San Diego church. A devotee of purposeful pre-writing and story building. Susan enjoys teaching at writing workshops and helping novelists write compelling fiction. She and her husband are the parents of four adult children and make their home in San Diego.