

# JOAN HOLMAN

Helping Businesses & Individuals Achieve Success

## News & Views

- Consulting / Writing / Speaking
- Online Marketing
- Book Development
- Book Marketing

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### SHOULD YOU WRITE A BOOK?

In a survey by the American Association of Publishers, 80% of Americans stated they would like to write a book. Writing a book can be used for creative expression or to:

- Promote Your Business
- Showcase Your Knowledge
- Build Your Credibility & Your Name
- Prove Your Book in the Marketplace in Hopes of Getting A Major Publisher

### Self Publishing Is Exploding

Technology has made self-publishing an affordable and viable option and print-on-demand publishers who provide services for those who want to self-publish are experiencing an explosion in growth since, among other things, getting a publisher has become more and more difficult. *ForeWord Magazine* reports there are over 132 million submissions to publishers every year and less than 1% are accepted for publication. Eighty percent of books publishers sell are brought to them by an agent and six major publishers put out 80% of all books sold -- *Random House, Harper Collins, Penguin, Holtzbrinck, Time Warner, and Simon and Schuster.*

### Writing Your Book

- Write about something you know
- Write about something in which you have a great interest
- Write for the marketplace
- Write for a niche audience
- Think about what you want to achieve with your book

### Marketing Opportunities for Your Book

The Internet provides excellent opportunities for promoting your book. You can spread the word about your book through discussion groups and online forums (*check out Yahoo! Groups and Google Groups*). You can also create a blog (*free of charge at www.blogger.com or www.wordpress.com*), and there are many excellent ways for authors to promote themselves on Amazon.com.

### Recommended Web Sites

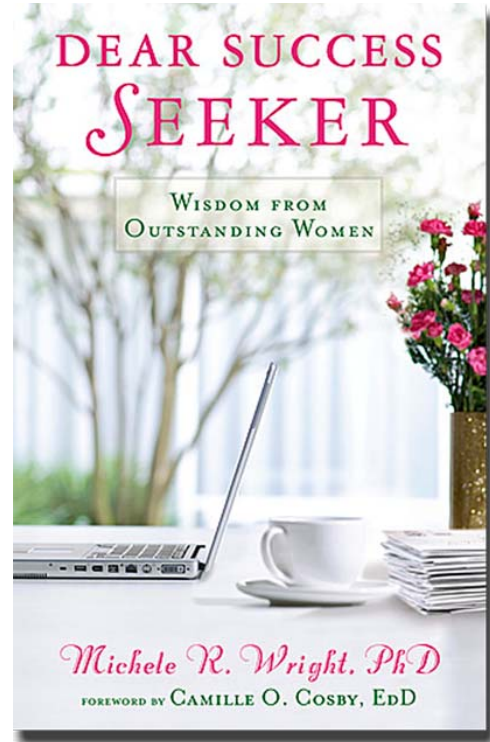
**Post Secret**.....[www.postsecret.com](http://www.postsecret.com)  
popular web site that shares people's secrets

**LinkedIn**.....[www.linkedin.com](http://www.linkedin.com)  
great for business networking and creating an online presence

**Hulu**.....[www.hulu.com](http://www.hulu.com)  
ad-supported streaming television shows and movies

**Ning**.....[www.ning.com](http://www.ning.com)  
an online service to create, customize and share a social network

**Answers.com**.....[www.answers.com](http://www.answers.com)  
search for answers from encyclopedias, dictionaries, glossaries & atlases



### Book Project Success Story

On April 14, 2009, Atria Books (*a division of Simon and Schuster*) will release the book **Dear Success Seeker: Wisdom from Outstanding Women** by Michele Wright. My book consulting efforts were instrumental in the development of the book and in landing a major publisher. I was involved in selecting and securing the participation of many noteworthy women featured in the book, and I also created a book marketing and positioning strategy. The book features success letters from 83 American women history makers, leaders, and luminaries including:

- Della Reese (Actress)
- Rosa Parks (Mother of the Modern Day Civil Rights Movement)
- Gayle King (Radio Host on *Oprah & Friends*, Editor at Large for *O, the Oprah Magazine*)
- Joyce Meyer (Author & Television Personality)
- Billie Jean King (Tennis Champion)
- Joan Ganz Cooney (Creator of *Sesame Street*)
- Patti LaBelle (Singer, Songwriter, Actress)

Initially I was contacted to be featured in this book and then brought on to help with the book, and I feel very honored to be included with such illustrious women.

**"Remember that life is all about service, and that you need to be willing to be directed to the highest use of your life for good for the community."** (Joan Holman in *Dear Success Seeker*)