Second Annual

BUSINESS WRITERS CONFERENCE

APRIL 19-21, 2017

Renaissance Birmingham Ross Bridge Golf Resort & Spa
Birmingham, Alabama

* Build a business around your book. *Use your book to build your business.
A Conference with Keynote Sessions Designed Specifically for Business and Professional Writers

“I Couldn’t Put It Down!” How To Write a Book That People Will Buy, Read, and Love with Karl Weber
You’re an expert in an important subject; you’ve got a treasure trove of useful information and colorful stories to share; and friends have been telling you, “You’ve got to write a book!” That’s great—but it’s not enough. To write a book that will captivate readers from page one, hold their interest until the end, and inspire them to recommend you to their friends and colleagues, you need to know the writing techniques that best-selling authors use. Karl Weber is a writer, editor, consultant, and coach who has helped scores of authors turn their ideas into successful books, including many bestsellers. He’ll share tips on how to plan, organize, draft, and revise your book to make it clear, fascinating, and persuasive. He’ll also illustrate the pitfalls many authors fall into and show you exactly how to avoid them. You’ll leave this session with a deeper understanding of how to connect with your audience, sell plenty of books, and have a powerful, lasting impact on readers.

Build A Business Around Your Book or Use Your Book To Drive Your Business with Kevin Oakes, Patti Phillips, and Jack Phillips
For business writers, the key motivation is building a business around your book and that’s the focus of this conference. In other situations, books help drive a business that’s already been created. In this session, Kevin Oakes, CEO of the Institute for Corporate Productivity describes how he uses books to help drive the business. Jack and Patti Phillips, of Business Writers Exchange and ROI Institute, will be joining him to describe how they have built businesses around their books. This session will show the variety of ways in which authors can build businesses around books or use books to support their business.

So You Want to Write a Book . . . with Elaine Ebiech
There is nothing like the feeling of holding your own book in your hands. But where do you start? Will anyone read it? It’s a big commitment—why do authors write? What can you gain by writing a book? Being a published author is a sign of credibility and expertise. Writing a book is a way to reach more people with your message. Your book is your legacy. It is an extension of yourself to a world full of readers. Elaine will share insight about why and how she writes. With 65 books to her name and counting, she relates her beliefs and those of other successful authors to inspire and encourage you to begin your book today.

Do You Have a Book Idea? Check Your Elevator Pitch First with Neil Maillet
Most authors don’t understand the critical factors that attract an editor’s eye. The elevator pitch in the first sentence of your proposal will determine your success more than anything else—including a detailed table of contents or any recitation of content. Why is this? I’ll discuss the passion and urgency that any editor hopes to see in a book presentation, and will lead the audience in an exercise to help shape the “big idea” that will set your book on the right path.

New Digital Tools: Make Your Social Media Marketing Easier and More Effective with Fauzia Burke
Social media marketing allows us to find influencers and create communities. However, as we all know it is time-consuming and a labor-intensive activity. This session will present new and established digital tools that can help make the process of managing online marketing easier and more effective. After testing many tools, Burke will present the ones that are most helpful to authors and publishers alike. In a “show-and-tell” session, we’ll review tools that help find influencers and discussions, create visual content and data, collaborate with teams, measure engagement and more.

The Business of Your Words and The Glory of Others: How a Successful Co-author Is Born with Bob Andelman
Bob Andelman, author or co-author of 16 books, including New York Times and Businessweek best-sellers such as Built From Scratch, The Profit Zone, and Mean Business, will talk about his experiences over the last 30 years as a business writer and a co-author/ghostwriter. He will take attendees behind the scenes of his relationships with co-authors, share publishing horror stories, and offer ideas on how to drive a successful, enduring career helping professionals tell their stories in long form.

Writing in the Color of Kaleidoscope with Chip Bell
Business books have changed. Today’s customers are accustomed to the pace of a tweet, the compactness of a blog, with the excitement of a Cirque du Soleil performance. It requires compelling inspiration with pragmatic instruction. That’s just the authoring part. The “new normal” book buying customer also has altered the platform for effective book promotion. Yet, authoring a well-known business book can transform your brand from being another “me too” to one of distinction and success. Best-selling author Chip Bell will share secrets for creating, promoting, and integrating business writing into your go-to-market competitive strategy.

How to Establish Your Brand Across All Media Platforms with David Hahn
Three crucial components of an author’s media platform will be examined in this presentation: traditional media coverage (TV, Radio, and Print/Print.com), online placements with bloggers, podcasters, and large platform sites, and a robust social media platform on Twitter, Facebook, and LinkedIn. Advanced techniques for landing interviews with TV and radio stations will be taught along with strategies for developing relationships with online and print editors. In addition, important features of an author’s website will be discussed.

The Lighthouse of Legacy with Scott Mautz
In this keynote, the audience will be engaged head & heart to be intentional about leaving a legacy. They’ll learn about The Five Footprints of Legacy— the manners in which social science teaches us we tend to leave a lasting impact behind, and how each footprint can be imprinted remarkably well by those authoring a book. If we are made aware of the “buckets” of ways in which we can leave footprints, then we can begin working each day to fill each bucket through our writing or how we live our lives. The audience will also get a “double click” on just how powerful it is when we commit to being intentional about articulating and pursuing our specific desired legacy. This inspiring keynote uses adult learning principles and a mixture of mediums to captivate the audience. The audience will leave inspired and informed on how exactly to be intentional about leaving a legacy of results and resonance (through their writing, work, and in life). Accordingly, their relationship with their writing and work may well change.

The Business Writer’s Advantages & Challenges with Jeff Herman
Business is a distinct category in the publishing matrix. What are agents, editors, booksellers and readers, looking for? How can you rise above the noise and outpace the competition? What are the “hidden” success strategies? How can you sell more copies and make more money? How will you be affected by near-future “disruptions”? This and much more will be addressed by a veteran literary agent.
Featured Speakers

Karl Weber
Founder of Karl Weber Literary, author, editor, and collaborator with dozens of successful business books, including many national best-sellers, to his credit

Kevin Oakes
CEO and founder of the Institute for Corporate Productivity (i4cp), co-author of The Executive Guide to Integrated Talent Management

Patti Phillips
President and CEO of ROI Institute, author of over 50 business books including the award-winning book, The Bottomline on ROI

Jack Phillips
Chairman of ROI Institute, former bank president, and author of over 75 business books including Show Me the Money

Elaine Biech
President of Ebb Associates, author of over 65 business books including A Coaches Guide to Exemplary Leaders

Neal Maillett
Editorial Director at Berrett-Koehler, one of America’s most respected and innovative business publishers

Maureen Orey
Founder and President of the Workplace Learning and Performance Group, author of Stay Afloat

Dottie DeHart
Book guru, President of DeHart & Company, key contributor to the best-selling For Dummies series

Tanya Hall
CEO of Greenleaf Book Group

Chris Kennedy
Self-publishing expert, author of 10 books, including the #1 bestselling self-help book, Self-Publishing for Profit

Bob Andelman
Editor and publisher of Mr. Media Books, author or co-author of 16 books, including Built From Scratch, The Profit Zone, and Mean Business

Fauzia Burke
Founder and president of FSB Associates, author of Online Marketing for Busy Authors

Chip Bell
Renowned keynote speaker and customer loyalty consultant, author of 22 books, eight of which have been national and international best sellers, including Sprinkles: Creating Awesome Experiences Through Innovative Service

David Hahn
Managing Director of MEDIA CONNECT, a division of Finn Partners that specializes in powerful book publicity

Scott Mautz

Andrew Mueller
LID Publishing’s Business Development Manager

Sara Taheri
LID Publishing’s Editorial Director

Jeff Herman
Literary Agent, The Jeff Herman Agency, author of Jeff Herman’s Guide to Book Publishers, Editors, & Literary Agents
### 2017 BUSINESS WRITERS CONFERENCE AGENDA

#### MONDAY, APRIL 17
- **8:00 AM - 5:00 PM** Pre-Conference Business Writers Boot Camp
- **8:00 AM - 5:00 PM** Pre-Conference Workshop with Elaine Blech

#### TUESDAY, APRIL 18
- **8:00 AM - 5:00 PM** Pre-Conference Business Writers Boot Camp
- **8:00 AM - 5:00 PM** Pre-Conference Workshop with Chris Kennedy

#### WEDNESDAY, APRIL 19
- **8:00 AM - 12:00 PM** Pre-Conference Business Writers Boot Camp
- **8:00 AM - 12:00 PM** Pre-Conference Workshop with Chris Kennedy
- **2:00 - 5:00 PM** Business Writers Conference Registration
- **3:00 - 3:15 PM** Business Writers Conference Opening Remarks with Jack & Patti Phillips
- **3:15 - 4:30 PM** Opening Keynote Session
  - “I Couldn’t Put It Down!” How To Write a Book That People Will Buy, Read, and Love with Karl Weber
- **4:30 - 4:40 PM** Break
- **4:40 - 5:40 PM** Keynote Session
  - The Business Writer’s Advantages & Challenges with Jeff Herman
- **5:40 - 6:40 PM** Keynote Session
  - Build a Business Around Your Book or Use Your Book To Drive Your Business with Kevin Oakes, Patti and Jack Phillips
- **6:40 - 8:00 PM** Networking Dinner

#### THURSDAY, APRIL 20
- **7:30 - 8:00 AM** Networking Breakfast
- **8:00 - 8:15 AM** Business Writers Conference Overview Keynote Session
  - Do You Have a Book Idea? Check Your Elevator Pitch First with Neal Maillet
- **9:15 - 10:15 AM** Keynote Session
  - So You Want to Write a Book... with Elaine Blech
- **10:15 - 10:30 AM** Break
- **10:30 - 11:30 AM** Breakout Sessions
  - What You Need to Know About Writing a Book with Sara Taheri
  - Using Models and Metaphors to Write Your Book with Maureen Orey
- **11:30 - 12:30 PM** Networking Lunch
- **12:30 - 1:30 PM** Breakout Sessions
  - Exploding Your Brand: Leverage Your Book’s Key Messages To Expand Your Reach and Build Your Business with Dottie DeHart

#### THURSDAY, APRIL 20 (continued)
- **1:30 - 1:45 PM** Break
- **1:45 - 2:45 PM** Keynote Session
  - Let’s Explore Hybrid Publishing: A New Option for Business Writers with Andrew Mueller from Lid Publishing, Tanya Hall from Greenleaf Book Group, and Karl Weber
- **2:45 - 3:00 PM** Break
- **3:00 - 4:00 PM** Keynote Session
  - New Digital Tools: Make Your Social Media Marketing Easier and More Effective with Faiza Burke
- **4:00 - 5:00 PM** Keynote Session
  - The Business of Your Words and The Glory of Others: How a Successful Co-author Is Born with Bob Andelman
- **5:30 - 6:30 PM** Business Writers Exchange Network Meeting with Katherine Hyatt, Chair

#### FRIDAY, APRIL 21
- **7:30 - 8:00 AM** Networking Breakfast
- **8:00 - 8:15 AM** Business Writers Conference Overview Keynote Session
  - Writing in the Color of Kaleidoscope with Chip Bell
- **9:15 - 9:30 AM** Break
- **9:30 - 10:30 AM** Keynote Session
  - How to Establish Your Brand Across All Media Platforms with David Hahn
- **10:30 - 10:45 AM** Break
- **10:45 - 11:45 AM** Closing Keynote Session
  - The Lighthouse of Legacy with Scott Mautz
- **11:45 - 12:00 PM** Business Writers Conference Closing Remarks
- **12:00 PM** Post-Conference Workshop with Karl Weber

#### SATURDAY, APRIL 22
- **8:00 AM - 5:00 PM** Post-Conference Workshop with Karl Weber

---

**www.business-writers-exchange.com**
APRIL 17-19, 2017

Pre-Conference Business Writers Boot Camp
with Jack Phillips, Patti Phillips, and Hope Nicholas

This workshop is a great preparation for the conference. The Business Writers Boot Camp will explore how to develop specific ideas for a book, how to write a compelling book proposal, how to take the first step to secure a publishing contract, and how and where to be published. The focus is on developing ideas for publication, the mechanics of the proposal writing process, and the discipline and structure necessary to have success in publishing. This workshop prepares you to write an engaging book that publishers want to publish, meeting their standards and requirements. Participants will identify the need for a book, complete a book proposal, and after the workshop, send a proposal to the appropriate publisher.

Much of the content in the boot camp will be practical, emphasizing clear and engaging writing. This task often appears more daunting than the actual reality of publishing. Sign up and head into the 2017 Business Writers Conference with your book-development process in place!

Agenda

Part 1: Getting Started
1. Importance of Writing a Book
2. Roadblocks, Barriers, and Mental Blocks
3. Finding your niche

Part 2: Developing The Ideas
1. Where Do Ideas Come From?
2. Idea Generation
3. Documenting the Idea
4. The Outline

Part 3: The Book Proposal
1. Description
2. The Need For This Book
3. Audience
4. Competition or Perceived Competition
5. Table of Contents
6. Preface
7. Structure and Flow
8. Marketing and Promotion
9. Format and Delivery
10. Capability

Part 3: The Book Proposal (continued)
11. Presenting Your Book Proposal

Part 4: Finding the Right Publisher
1. Deciding on the Publishing Arrangement
2. Finding a Book Publisher
3. Writing a Query Letter

Part 5: Writing Fundamentals
1. Writing Tools
2. Writing Style
3. Structure and Flow
4. The Pyramid Principle
5. Writing Habits
6. Writing Websites
7. Editing

Part 6: Managing the Process
1. Staying on Track
2. The Editing Process
3. Marketing and Promotion
4. Handling Rejection

Here’s What Boot Camp Participants Say about the Experience . . .

- The most valuable aspect of the boot camp to me was the open, informal, yet disciplined approach to the program.
- The boot camp was so helpful to me, the conversations and discussions caused me to think about new applications that wouldn’t have otherwise happened.
- The most valuable takeaway from this experience is having a really clear understanding of what’s needed of me, of others, etc., and a plan to get it done.
### Pre-Conference Workshops

**Your Book: Out of Your Head and Onto the Page with Elaine Biech**  
**Tuesday, April 18, 2017, 8:00 a.m. to 5:00 p.m.**

Do you have a book that is fighting to come out? A book that must be written? This hands-on workshop focuses on your book. The session is jam-packed with tips, strategies, tools, resources, and ideas to create, publish, and promote your book. You will receive marketing, publishing, public relations, and writing advice. The one-day session will provide you with the resources to clearly define an action plan for your next steps and to finally get that book written.

**Objectives:**

At the end of this workshop you will be able to:

- List what to do before, during, and after your book is published.
- Distinguish traditional vs. self-published books, specifying the advantages and disadvantages of each.
- Use a defined process to write your book in 2 weeks.
- Apply tips for selecting an impressive cover.
- Execute the eight editing enigmas to improve your self-editing.
- State six requirements to land a publishing deal.
- Implement tips and advice to get your book noticed by readers.

---

**Rising above the Noise: Maximizing Your Profits with Amazon.Com with Chris Kennedy**  
**Wednesday, April 19, 2017 8:00 a.m. to 12:00 p.m.**

Now that you've got a book, how do you get people to find it among the 800,000 books that will be published on Amazon this year? How do you draw attention to your book and get into the Amazon algorithm? You need to know Amazon's algorithm and how to beat it if you want to maximize your sales. This workshop will show you the path to success Chris used to sell 40,000 books last year and have two different #1 Amazon bestsellers!

---

### Post-Conference Workshop

**Turning Your Book Dream Into a Reality: Writing Secrets of Best-Selling Authors with Karl Weber**  
**Friday, April 21, 2017, 1:00 p.m. to 5:00 p.m. and Saturday, April 22, 2017, 8:00 a.m. to 5:00 p.m.**

Your life and work have taught you a lot. Now you’re ready to share some of your insights in a book. You may already be a skilled communicator, good at giving speeches and presentations or writing effective reports and articles. But creating a powerful book of 200 pages or more—one that readers will find fascinating and rewarding, and will eagerly recommend to friends and colleagues—is a much more daunting task. How do you get started?

Writer/editor Karl Weber has helped scores of aspiring authors turn their ideas into successfully published books. Many have become national bestsellers; many are considered classics in their field and have helped the authors earn recognition as subject-matter experts in high demand as speakers, teachers, and consultants.

In this one-and-a-half-day workshop, Weber will offer you the same kinds of ultra-valuable advice he provides his clients. You’ll learn:

- How to define your book idea, identify its potential audience, and sharpen its focus so as to maximize its reader appeal
- How to organize the mass of information, stories, and ideas that are floating in your head, and turn them into a book that’s clear, coherent, and compelling
- How to discover the “story value” hidden in virtually every nonfiction book concept—and how to use it to hook readers from the first paragraph
- Proven techniques for conquering the demon that even experienced authors dread—writer’s block
- The six hard truths about the writing and editing process that all authors should know (but that very few do)
- Nine of the most powerful stylistic tools that professional writers rely on to make their work irresistible—as well as tips on how (and how not) to use them
- How to decide whether you need the help of a freelance writer or editor—and how to find and work with the one who is right for your book
- What kinds of editorial support you can realistically expect to receive from your publisher, and how to maximize its value
- When the editor is you: ensuring your book’s quality when you opt for self-publishing
- Simple things you can do during the writing and editing process to dramatically enhance your book’s salability

**Every aspiring author can benefit from the hard-won wisdom contained in this workshop.**

**Sign up today!**
Conference Pricing

**Business Writers Boot Camp**
April 17-19, 2017

$695

Includes:
- 2 1/2-day, hands-on workshop facilitated by Jack Phillips, Patti Phillips, and Hope Nicholas
- Workshop materials, books, and workbook

**Business Writers Conference**
April 19–21, 2017

$995

Includes:
- 3-day access to conference, keynotes, breakout sessions, panel discussions, and other special events
- Welcome reception and networking dinner on Wednesday
- Glow-in-the-dark putting competition on Thursday
- Breakfast, lunch, and refreshments each day

---

Special Pricing Discounts are Available for Combination Registrations

For Example, Save Over $350 When You Register for:
- Business Writers Boot Camp + Business Writers Conference + Post-Conference Workshop with Karl Weber = $1770

Other Combination Discounts are Available.

For More Information Contact: info@business-writers-exchange.com

---

Here's What Attendees Say about the Business Writers Conference . . .

- Thanks so much. I loved it and learned so much. I loved the business-oriented approach.
- Awesome content - inspiring in many ways.
- Great conference! Thanks you for creating this wonderful exchange for writers!
- Nicely organized. Great presenters with industry/publishing credibility. No "formula" for how to get published. I appreciate the varying views and methods.
- This conference was fantastic and perfectly timed for my needs. I have much more clarity about next steps I need to do to move forward on my book! Thank you!
- Wonderful platform for networking. We were able to share, ask questions, and be there.
- Please keep the conversation going. Thank you for a wonderful and enlightening conference.

---

Register Today

Online: www.business-writers-exchange.com
Email: info@business-writers-exchange.com
Phone: 205-678-8101
Special Lodging Rate Available to Conference Attendees at Renaissance Birmingham Ross Bridge Golf Resort & Spa

A sophisticated sanctuary awaits you at the Renaissance Birmingham Ross Bridge Golf Resort & Spa. Tucked among the Alabama hills and moments from the vibrant city, this resort offers everything from a tranquil on-site spa to championship golf and terrific dining - as well as close proximity to local attractions.

For discounted reservations, contact the hotel directly and mention The Business Writers Conference.
Renaissance Birmingham
Ross Bridge Golf Resort & Spa
4000 Grand Ave
Birmingham, AL 35226
(205) 916-7677

Make Your Reservations Before March 24, 2017 to Take Advantage of The Business Writers Conference Special Rate.

Business Writers Exchange, Inc.
350 Crossbrook Drive
Chelsea, Al 35043
205-678-8101
info@business-writers-exchange.com
www.business-writers-exchange.com