

"HOW TO BECOME A PUBLISHED AUTHOR"

A one-day Saturday seminar

A PERSONAL MESSAGE FROM BOB BLY

Ever since I can remember, I've dreamed of becoming a published author—of seeing my by-line on book jackets and magazine articles.

And maybe that's a dream we share.

But seven years ago, I discovered the secrets professional writers all use to get their works published, while others flounder on the rejection pile.

And now I want to share those secrets with you. If you will let me.

INTRODUCING "HOW TO BECOME A PUBLISHED AUTHOR" — THE SEMINAR

If you live in New Jersey, New York, or the surrounding area, you can now learn how to make the transition from unpublished writer to published author in my new one-day seminar—HOW TO BECOME A PUBLISHED AUTHOR.

Whether you want to publish magazine articles...essays...nonfiction books...fiction...children's books...a regular column...whatever — this seminar reveals the powerful marketing and sales techniques that professional writers use (and amateurs don't know about) to break through the rejection barrier and get their writings published and into print.

WHAT YOU WILL LEARN:

- * The one deadly mistake all amateurs make that causes editors to say "no" to their queries and proposals
- * How to write a good article proposal WITHOUT doing a ton of research
- * How to get a FREE sample copy and editorial profile of any magazine
- * The 5 things to look for when studying potential markets for your work
- * 6 simple steps to writing a winning query letter
- * Sample query letters you can use
- * Analysis of article proposals—what works, what doesn't
- * How to generate an endless supply of good article ideas
- * 8 types of articles editors like best
- * How to turn a "no" into a "maybe"—and a "maybe" into a "yes"
- * How to follow up a query letter by phone and mail
- * How statistics can make you a successful author
- * Editor etiquette—what to say, what not to say
- * The book market today: an overview
- * Proven techniques for finding the right editor—and publisher—for your book.
- * How to gain instant credentials to impress your editor

- * How to write a winning book proposal
- * Analysis of sample book proposals that sold
- * Literary agents—how to find and work with the right one for you
- * Why some agents and publishers will reject your book even if it's good
- * How much of an advance should you be paid?
- * Understanding royalties
- * How to negotiate a favorable book contract
- * Understanding and profiting from author's rights
- * Why books are easier to sell (in some cases) than magazine articles
- * How to determine the right length for your book
- * How to organize your material
- * How to get your book written by deadline
- * PLUS: How to earn an extra \$20,000 a year part-time...or \$85,000 a year full-time...writing material for commercial clients.

What they say about this seminar

"Thanks for answering specific and individual questions. You fulfilled the promised items mentioned in your flier and met my expectations. I learned a lot. I appreciated the down-to-earth information on queries, proposals, and how to get material published. It was also helpful talking with other writers!"

—Sylvia Griffin, Freehold, NJ

"Since it was all new to me, I found it all helpful—particularly the material which had to do with fiction, which is what I'm interested in."

—Donna Box, West Orange, NJ

"The marketing information was very well honed for non-fiction writers. The proposal is dynamite..."

—Marilyn Nestor, Robbinsville, NJ

"Comprehensive, positive manner of presentation. Good nuts and bolts...this is as much as can be absorbed in one bite."

—Marjorie Baines, Paterson, NJ

"Bob Bly is informed, and translates his material with ease, humor, and an earnest desire to help other writers. Excellent."

—Sheila Hellman, Lodi, NJ

"I've read a lot of books on how to get published. I learned much more from Bob's seminar. Excellent! Couldn't have been better..."

—Rob Gilbert, Bloomfield, NJ

"The hand-outs are all great. Most helpful was the detailed discussion of book proposals. I like your style..."

—Bob Mueller, Roosevelt, NJ

"Being a beginner at this, I fully enjoyed it. To me, it was all very helpful. Thanks for the invitation!"

—Len Komstead, Lodi, NJ

ABOUT YOUR INSTRUCTOR

Bob Bly is the author of 17 books including *Dream Jobs: A Guide to Tomorrow's Top Careers* (John Wiley), *Ronald's Dumb Computer* (Dell), *How to Promote Your Own Business* (NAL), and *Secrets of a Freelance Writer* (Dodd, Mead). Articles in *Cosmopolitan*, *New Jersey Monthly*, *Writer's Digest*, *Ambak Express*, *New Woman*. Monthly column in *Direct Marketing* magazine. Professor of Writing at New York University. Consultant to Fortune 500 corporations. Frequent seminar leader and speaker.

DATE AND LOCATION

Treadway Saddle Brook Hotel, 50 Kenney Place, Saddle Brook, NJ (Exit 159 off Garden State Parkway or Exit 62 off Route 80)

Saturday, November 12, 1988

9:30 am to 4:30 pm

FEE: \$99 advance registration by mail (\$129 at the door)

Seminar fee does not include lunch. Confirmation and directions will be sent upon receipt of payment.

REGISTER NOW AND SAVE \$30.

To register, fill out the Registration Form (see reverse side) and mail with your check for \$99 to: Bob Bly, 174 Holland Avenue, New Milford, NJ 07646. (If the form is missing, write your name and address on a blank piece of paper.) Attendance is limited; please register today to ensure admission. Fee for at-the-door registration is \$129, so advance registration saves you \$30.

FREE BONUS

Attendees who register in advance by mail receive, at no extra cost, our writer's manual #205 — "How to Write a Winning Book Proposal." A \$5 value—yours FREE!

GUARANTEE

If you diligently apply my advice and techniques and do not sell at least one book or article within one year after taking my seminar, I will refund your money in full.

CANCELLATION POLICY

Full refund if cancellation is received 5 days before the seminar; 50% refund for later cancellations.

QUESTIONS?

Call Bob Bly at (201) 599-2277

MY GUARANTEE TO YOU

Do my writer's marketing techniques really work? I promise you that they do. And I back up my promise with this unconditional guarantee:

If you diligently apply my advice and techniques and don't make at least one book or article sale within one year after taking my seminar, I will refund your money in full.

I can't think of a fairer guarantee.

REGISTRATION FORM

☐ **YES**, Please reserve _____ places at **HOW TO BECOME A PUBLISHED AUTHOR** (November 12, 1988, Treadway Hotel, Saddle Brook, NJ) at the advance registration discount fee of \$99 per person.

My check for \$_____ is enclosed (made payable to "Bob Bly")

Name _____ Phone _____

Address _____

City _____ State _____ Zip _____

DETACH AND MAIL TO: Bob Bly, 174 Holland Avenue, New Milford, NJ 07646

Seminar information

DATE: Saturday, November 12, 1988

PLACE: Treadway Saddle Brook Hotel

FE: \$99 for advance registration (\$129 at the door)

MATERIALS: Hand-outs include sample query letters, sample book proposal, book contract, permission form, and more

INSTRUCTOR: Bob Bly, author of 100+ articles and 17 books

What others say about this seminar

"Relaxed yet professional, energetic, factually packed seminar. Very practical."
—Sherlie Rowe, Colts Neck, NJ

"The handouts are very valuable. The material was well planned and organized. Bob Bly is a good speaker."
—Ramona Calderon, Paterson, NJ

"A dynamic, informative, all-encompassing approach."
—Barbara Glass, Pompton Lakes, NJ

"Precise, organized information given in a clear-cut manner. Very well done!"
—Renee DeBrowski, Sussex, NJ

"The shared personal experiences were invaluable, as were the hand-outs. What a superb motivational day! You have so much to offer and you offered it well. Thank you!"
—Ramona Colao, Bloomfield, NJ

"Well balanced, interesting, moved right along. Everything you promised and more!"
—John Pfister, Del Haven, NJ

HOW TO BECOME A PUBLISHED AUTHOR

A one-day seminar

Learn how to:

- * Find the right markets for your work
- * Write query letters that get editors to say "yes"
- * Sell your nonfiction book or novel to a New York publishing house
- * Master strategies that bring you repeat assignments from the same editor
- * Write and sell 2 or 3 books a year (if you want to)
- * Make the transition from unpublished writer to published author.

Bob Bly
174 Holland Avenue
New Milford, NJ 07646

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*If you've ever dreamed of becoming a published author,
now you can take the next step
toward making that dream come true.*