



Thoughts on What You Need to Have a Successful Book

Metaphors

VC/Startups

Authors Think They Are Being Hired By Their Publishers

Paid Salary

Benefits

Job Responsibilities

CoWorkers

Christmas Parties

11,000

50

10

8-2-1

Advances are Investments

Authors are Entrepreneurs

These People (Publishers)

These People (VCs)

Publishers Are VC and You Are Startups

Acquisitions - Best Friends

Editing/Marketing - Acquaintances

Launch - He's Just Not That Into You

Publishers Bring Money, Relationships, and Warehouses

You Bring Ideas, Hardwork, The Customers

Build Something People Want - Paul Graham Y Combinator

Building a Rocket

Wallops Island

Suborbital Launches

160 miles

18 months to construct and launch a rocket capable

Crazy?

Substitute A Different Word

Knowledge

Skills

Popularity Contest

Entertainment

The Package

Audience

Write

Speak

Interview

American Idol

Knowledge

Publishing Business Models

Category Comps and Respective Sales

Distribution Channels

Book Timeline by Month

List of Media Contacts That Cover Your Area

Books

Positioning

Influence

Made To Stick

Skills

Modes

Media

Public Speaking

Write

Method

Pictures

Written Word

Spoken Word

Construction

Metaphor

A is like B

Stories

Once upon a time

Maps

Point, Location, Direction

Attitudes

Every opportunity leads to another

The cards are stacked against me

Stay focused on the core audience

I am prepared to walk away and reflect on what happened

Competing interests will drive different behaviors