



## The Self-Publishing Business Book “Answers” Seminar Transforming Experts into Authors; Building Your Credibility & Income

With Andrea Dale, *To The Point* Book Coach  
& Dave Braugher, *Greyden Press*

Tuesday, May 17th, 9:00 am – 1:00 pm

Ready to write a book in your area of expertise? Take your next step with this free seminar. Get the right answers from two experts in writing and book self-publishing. Gain insider knowledge and practical guidance, helping you *complete* your manuscript and *self-publish* your book.

### Author-To-Be Tips, Facts & Insights

#### Write & Finish Your Manuscript: Transform Your Ideas into Print

1. Five ways to get those @!\$@# ideas out of your head and in your first draft
2. Why and how publishing a well written, distinctive book leads to higher income & shorter lead times.
3. Three writing habits forecasting success, and three ways to hone your writing “voice.”
4. Shed the headaches, and stop writing for hours and hours, and...What’s a Book Coach for anyway?
5. Talking with instead of to your readers: How to connect and engage.
6. Five tips empowering consultants, trainers, speakers and coaches to sell more books.

#### Turn Your Manuscript into a Book: Production, Printing & Profits

1. Think you’re not a “real” writer? Guess again.. Learn how three Cincinnati “I am not a writer” business professionals became authors.
2. Discover the four insider facts of why self-publishing **isn’t** too expensive, with real world examples.
3. Believe self-published books aren’t quality? Five reasons Greyden self-published books measure up against other publishers.
4. Where’s the money? Discover insider facts of profits and royalties behind self-publishing.
5. From paper to perfect bound, David reveals the step-by-step process of the Greyden self-publishing life cycle.



#### Seminar Details

*Where:* Intelligent Office  
9435 Waterstone Boulevard #140  
Mason, OH 45249-8229 (Behind Costco)

*For more information:* Andrea Dale at 513-561-2642 or [adale@tothepointwriting.net](mailto:adale@tothepointwriting.net)



Find out why self-publishing a book based on your deep professional experience and knowledge *lifts* your business success sky high.