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What is eWomenPublishingNetwork?

eWomenPublishingNetwork is a new paradigm in publishing. We are primarily a publishing resource group for women who aspire to publish and promote non-fiction books, and our focus is primarily books by, for, and about professional women.

As a resource, we are dedicated to giving women enough information about the realities of the book publishing world to make intelligent decisions about how they want to participate in this market.

We are dedicated to helping women who want to become authors write marketable books. For women who are already authors, we are dedicated to helping them create spin-off or additional products, and promote them effectively.

Finally, we are dedicated to helping women have fun and enjoy their publishing experiences, instead of experiencing the frustrations most authors face today.

Combining editorial experience with an international commitment to promoting women and their books is a new paradigm in publishing, and you are at the forefront of helping to create something that has been missing for authors, and can now only be found here. We are very proud of this endeavor, and hope to count many well-known authors as part of the eWomenPublishingNetwork success story in the coming years.

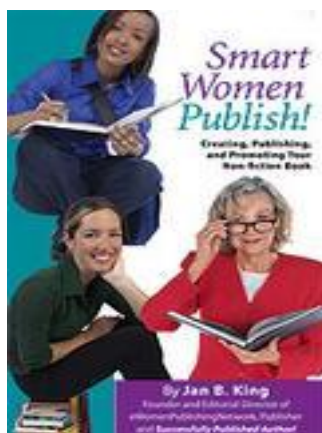
For more information, see our website at www.eWomenPublishingNetwork.com

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Images



Interview Questions

1. **The title of your book is *Smart Women Publish, don't smart men publish*?**
 Actually, that is exactly why I wrote this book. Smart men do publish. There haven't been any formal studies done, but just a casual observation at a local bookstore or browsing on Amazon.com will confirm that way over 90% of non-fiction (informational) books are written by men. This book was written specifically to convince women that writing a book is one of the best things you can do to advance your career. Nothing establishes your credibility as an expert in your field like becoming the author of a book.
2. **Why do you think so many more books are written by men than women?**
 I think men are more readily accepted as experts, and with all the manuscripts that publishing companies must review each year, that perception has favored men. The big publishing companies have overwhelmingly been run by men and men have dominated as authors of books. But some of the changes in the publishing industry have and will continue to benefit women enormously and really even the playing field.
3. **What are the publishing industry changes that benefit women?**
 The biggest one is that self-publishing is now considered legitimate, and so women can publish their own books. It is so accepted now days, that women who have gotten offers from the mainstream publishers have turned them down to self-publish. Self publishing has the big advantage of allowing the woman to keep ownership of her book and the concepts, so she can develop other related products like seminars, CDs, teleclasses, and other branded products, and she can keep all the revenue.
4. **Isn't promoting a book still a challenge, particularly for a self-published author?**
 Yes, marketing is a challenge for every author. Many aspiring authors feel like if they get a big publisher, they will get promotion. While this used to be true, it hasn't been true for the past 10 years. The average book from a first time author gets about \$1,000 of marketing budget allocated to it. Not enough to do much except a simple flyer, some review copies, and maybe an emailing campaign out to some potential buyers. The author is responsible for her own book promotion whether she publishes traditionally or self-publishes.
5. **Why do books fail to achieve the success they deserve?**
 There are 5 reasons books aren't as successful as they could be:

- Authors don't write the kind of book that I call "transformational" – the book doesn't have the kind of impact on the reader that will get that reader mentioning the book to her network of friends and associates. Women tend to be timid about their ideas, and don't write books that get people talking with bold opinions.
- Not picking the right publisher - Authors feel so excited just to get a publisher, that they don't negotiate very good deals for themselves. They often could do better by self publishing.
- Failure to promote a book starting before it is published and continuing for at least a year after the publication date. An author sells books one at a time, typically and must be out there selling through speaking engagements, seminars, interviews and in lots of other ways.
- Many authors don't brand themselves effectively. When someone buys your book it is to be able to take a little piece of you home. If they like you and want more of you, they will buy your book.
- Authors think of writing a book as a creative pursuit and not as a business venture so they don't actively invest in all aspects of the process. Successfully writing, publishing, and selling a book takes time, money, commitment, passion and connections.

6. Speaking of money, it can't be cheap to self publish? What are the costs involved?

This is one of the big misconceptions. It isn't cheap, but it isn't as expensive to self publish and people think. But it is also important to note that it isn't cheap to publish with a publisher, either. In fact, because so much must be done by the author, it is about the same cost to the author either way. The big cost used to be actually getting the books printed, and because of better printing methods and on-demand printing, that isn't the big issue. Marketing is by far the biggest cost and the author is stuck with that either way. But it takes about \$10,000 to get a book successfully created, published and promoted, assuming the author does the writing herself, and hires experts to do the things that aren't in her expertise.

7. What if a woman really has her heart set on getting a big traditional publisher? Any advice?

Yes, two pieces of advice. If she really wants a big name publisher, then she must do what men have done very well when looking for a publisher – network. Meet everyone you can who might know editors at publishing companies, attend the big book show, the Book Expo America that is always the first weekend in June, and in 2006 in Washington, D.C. The second piece of advice is that she should still consider self-publishing. It is more and more commonplace today to self publish and book and then have it spotted and picked up by a big publisher. From the publisher's perspective, you've proven you can write a book and proven you can sell it, so there is nothing for them to lose. In the meantime, you can sell while waiting for a publisher.

8. So let's help some women get started here. What is the first thing to do if you are thinking about writing a book that will benefit your career?

One of the initial steps is to create a positioning statement so that she makes sure the product, the book she is creating helps her attract the clients she wants for her core business. Then she has to get busy writing or creating her message. A book doesn't have to be written in a certain order – just get used to writing and getting your ideas out. An author needs to get across from 1 to 3 core messages in a book, with a lot of how to and stories and even statistics to back up her thoughts and theories.

9. What if a woman really wants to author a book, but she is just too busy with family, career, and all the other pieces in her life?

It is actually one of the wonderful things about publishing today that there are a number of ways to get your book or other products created. In fact, you don't really have to write at all, you can record your thoughts on audio CD, have them transcribed. You can short articles one at a time, and eventually they come together as a book. You can teach teleclasses and record those. You don't have to even create a book – audio CDs and other media are just as credible to create informational products. Bottom line, you must be committed to selling though, so don't spend your time creating products unless you will have the time and energy to spend on the marketing and sales process.

10. Although it sounds like it is better and better for the author, it will still be a whole new industry for the author. Any advice on where she can find good professional help?

I would advise any new or aspiring author to avail herself of all the help she can get. But just like coaching and consulting, it is hard for the newcomer to assess the quality of the professionals in the industry. How do you know if an editor is good, how do you know if a publicist is good? She will need people she can trust who can guide her through all the complexity of creating a book, publishing it, and then promoting it. That is why we developed eWomenPublishingNetwork, which is publishing resource group dedicated to helping women get successfully published and promoted.

11. Any encouragement you'd like to give women thinking about authoring a book?

Yes, that you can do it. That there are talented and caring people who are there to help you. And that you will find it is one of the most rewarding things you can do and there is nothing like seeing your name on the cover of a book. And finally, there is nothing like helping thousands of people and getting calls and thank you notes years later after you've published your book. I highly recommend it.

Press Releases

Publishing Insider Reveals Secrets for Success to Women Authors

10-15-06

Jan B. King's dedication to assisting women to become successfully published authors led her to write her latest book, ***Smart Women Publish!: Creating, Publishing, and Promoting Your Non-fiction Book***. The book details the insider knowledge Ms. King gained as President & CEO of Merritt Publishing, as well as a successfully published author herself. The book includes hundreds of tips and strategies and makes them real for the reader with next step exercises at the end of each chapter.

Ms. King has worked in publishing virtually her whole career. She began as an editor, becoming a copyeditor, a line editor, the acquisition editor, and the editorial director at Merritt Publishing, a mid-sized publisher in Santa Monica, California. After 8 years with the company, she became the President & CEO. Under her leadership, Merritt Publishing became the 44th largest women owned/run company in Los Angeles in 1997, according to the *Los Angeles Business Journal*.

Her career in publishing took a dramatic shift when at the top of the dot.com era in 1998, a computer-based training firm made an offer for Merritt. Ms. King sold the company, and as a part of the sale, signed a non-compete agreement. She was precluded from working in the publishing industry for 3 years, with one exception – she could write her own book. The book she wrote, *Business Plans to Game Plans* is now in its 3rd edition.

She says, "The beauty of that experience was that it allowed me to see the publishing industry from a whole new angle – that of a first time author working with a New York publishing company. And boy was that an eye-opening experience."

Unlike many new authors, she knew that publishing companies have become less and less profitable over the past 15 years. Discount booksellers like the big chains and Amazon.com have radically changed the publishing business model. Publishers just don't make enough money on first books, generally, to give the new author much help in getting that book written. She knew what made a topic interesting, knew how to add interesting stories, and knew how a book should be organized.

But she soon discovered that that was only half the battle. A bigger challenge for a first-time author is that publishing companies also don't offer much marketing help. Marketing a book can take months, if not years, so she knew to make sure her contract called for the publisher to publish the book in January, so that they would have all year for the book to have the current years' publishing date – just one of the tricks of the trade.

Most people have no idea that even the largest publishers in the U.S. only spend an average of \$500 to \$1,000 marketing a first-time authors' book. That generally covers some promotional copies and a few flyers.

Ms. King says, "Regardless of the challenges, I think most would agree that writing a book and having it published is a goal of many women. I can tell you from personal experience that it is a calling card like no other and a real achievement, something you can point to with pride."

"Because of my own experiences, positive and not so positive, it has become my personal mission to help reduce this learning curve, and help women take their most personal and important ideas and make them available to other women (and men) by getting them published in a great book."

To that end, in 2004, Ms. King, along with Sandra and Kym Yancey, the founders of eWomenNetwork, founded eWomenPublishingNetwork. Ms. King recently talked about why they founded eWomenPublishingNetwork:

"eWomenPublishingNetwork believes that professional women are missing the opportunities that come from sharing information by, for business and self-help categories, even though women buy more books than men by a wide margin. We are out to change that.

Men have known for some time something that many women are just learning: There is nothing that enhances your credibility like becoming the author of a book. It is virtually an essential for a successful professional career.

We believe that many women would like to become authors as a way to share the information and wisdom that they've accumulated over their lives and careers, but don't know where to begin. Between our publishing expertise and our promotional capabilities, we have the vision, skills and dedication to make it possible for women to become successfully published authors."

For more information, see the website at www.eWomenPublishingNetwork.com

Women Authors Buck Traditional Publishing Models

10-15-06

Check out the non-fiction sections of any bookstore and you will find that over 90% of business and self-help books published every year are authored by men. As with many other segments of commerce, women are making slow progress in changing that .

"There are a number of reasons why women are slow to catch up in non-fiction book publishing, but the tides are changing." says Jan B. King, one of the founders of eWomenPublishingNetwork, an organization dedicated to helping women become successfully published authors. "When I work with women authors, I help them change their thinking about their books, which helps increase their chances of publishing success."

According to Ms. King, there are three major reasons women have failed to gain the success they'd like with their books. The first is in the way many write their books. "After reviewing thousands of manuscripts, I find that women undermine their own communications in the way they write. They have a greater tendency than men to use passive voice, to credit others and quote others extensively, all of which undermine the power of the writing. Women are also far less likely to have their work peer reviewed, so they make some easily-correctable errors. Many women think they have to do all the work on a book themselves. Men know you can outsource many parts of the process, meaning the work gets done more quickly and more professionally.

But it isn't only the way they write that keeps women from being successful in the book publishing arena. Ms. King says, "Even after women's books are written, they aren't as aggressive as men in publishing or promotion, so even their published books tend to be less successful." Ms. King suggests that women are not as aggressive in networking to establish personal relationships with publishers, and less likely to aggressively negotiate for a good contract with a publisher for fear of losing the publishing offer.

"And when it comes to marketing and promotion," Ms. King continues, "women are shy to ask others to promote them. Many are uncomfortable with attention focused on their thoughts put to paper. They are more likely to succumb to the fears that plague most authors - fear that their ideas will be ridiculed or considered inconsequential."

More women are working on non-fiction books than ever before to enhance their own credibility and communicate with larger potential audiences. "Nothing enhances a professional career like authoring a book. It is practically an essential" says Ms. King.

Ms. King's advice to new authors: "First consider this endeavor as you would any other product development project. It is a creative process, but it is also

a business proposition and you must plan for it as you would for any business. Creating a book has financial, marketing, and product design implications. And second, get help from publishing professionals in creating a book that is intelligently designed, well written and has broad appeal. Finally, people buy books because they want to take a piece of the author home with them. You must make yourself the brand and promote yourself and your book aggressively and persistently."

One of the trends in book publishing that is assisting women in their efforts is self-publishing. Ms. King encourages many authors to self-publish, even if they eventually hope to land a contract with a major publisher. "We've seen a number of women do very well with self-publishing. Some have been very successful selling their own books as part of already established speaking and consulting careers." Others have had their books noticed by major publishers, resulting in lucrative offers. "Self publishing allows the new author to get a book in print much more quickly, so she has something to sell to clients and others. She can then continue to make changes in the book because the book is hers and she keeps only a limited inventory, allowing for immediate flexibility", Ms. King says, "It is absolutely the wave of the future."

A final optimistic comment from Ms. King on women authors: "Women will continue to make strides and bring their voices to the important issues through their books. It is very gratifying to help a woman with an important contribution make that available to benefit everyone through a book."

For more information, see the website at www.eWomenPublishingNetwork.com

Endorsements

"If you've ever thought, "Hey! I could write a book!," here's a word of advice: Read *Smart Women Publish!* first. Jan King knows her way around the often maddeningly weird world of book publishing, and in these pages she tells you all you need to know before committing your time and money. Terrific!"

- Anne Fisher, "Careers" columnist, *Fortune* magazine

"There is nothing like becoming a successfully published author to enhance your credibility as a businesswoman. But more importantly a book is a legacy of experience you leave to other women an essential "Femtoring™" element in sharing our knowledge for the purpose of benefiting another. *Smart Women Publish!* shows you how to do it."

- Sandra Yancey, Founder & CEO, eWomenNetwork

"If you dream of publishing a book, you must read *Smart Women Publish!* Jan gives a clear, honest picture of the publishing industry from the perspective of someone who has been on both sides – a publisher and an author. Jan's conversational and comprehensive style will help you learn, save money, and remain sane as you embark on your publishing journey."

-Sheri' McConnell, Founder & President, the National Association of Women Writers

"Since I started my business in 1991 and my first book came out in 1998, I've been finding my own way. With the support of eWomenPublishingNetwork, I no longer feel alone. It's been exciting to look at my business through the eyes of others who have been successful in the publishing industry. They've asked me the questions I didn't know to ask myself. They've helped me focus my goals by eliminating clutter, pushing some projects back, and eliminating other projects that on second look aren't likely to be as profitable as I need them to be. I can't wait to look back at my business a year from now to see how far I've come with the help of eWomenPublishingNetwork."

-Carol McClelland is the author of *Seasons of Change* (1998) and *Your Dream Career for Dummies* (John Wiley & Sons, 2005).

"13 publishers would never have been interested in my book without the help eWomenPublishingNetwork provided. The network is a safety net, a "how to" on getting everything done in order, an elimination of spinning wheels - and best of all - this truly happening! You can count on me to be one of your best promoters!"

-Elinor Stutz is the author of *Nice Girls Do Make the Sale: Relationship Building that Gets Results* (Sourcebooks, 2006)

"Every now and then you meet someone with whom you have an immediate connection. I had one with Jan King. But more than that, she gave me some great, new, and immediately usable ideas about how to present my books and my speaking topics, which I hope will increase my visibility this year. She also connected me with just the right people - resulting in a speaking engagement at a national conference for women later this year."

-- Francine Ward is the author of two books: *Esteemable Acts: Ten Actions for Building Self-Esteem* (Random House, 2003) and *52 Weeks of Esteemable Acts: A Guide to Right Living* (Hazelden, 2005).

"Like many would-be authors, I've been pregnant with this calling for a very long time. When I met Jan King in Dallas in 2005, I felt a strong sense that I was finally in the right place at the right time with the right person to midwife this into a reality. I actually started to cry (happy tears).

Today I am celebrating a beautiful, bouncing 254-page book, birthed into the world to equip achieving women to fuel healthier success and love the lives they're meant to lead.

If you are an aspiring author wondering if the investment in eWomenPublishingNetwork will be "worth it," don't think twice about joining. Financially, it's a no-brainer. I can't imagine trying to do this all myself, without the wisdom and resources I gained from my membership."

-- Marian Baker is the author of *Wake Up Inspired: Fuel Healthier Success and Love the Life You're Meant to Lead* (2006).

Founder Bio

Jan B. King is one of the founders and the Editorial Director of eWomenPublishingNetwork, devoted to transforming women who are experts with important contributions in their fields into successfully published authors.

She began her career with Merritt Publishing, a then 30-year-old publishing company, in 1983. When the company's founder retired in 1990, she became President and CEO. Ms. King transformed this small niche publisher into an employee-owned business as well as a recognized brand for financial information to professionals and consumers. She doubled revenues during the first half of her eight-year tenure, finally leading the company through an employee-buyout and its eventual sale to a leading computer based training company in 1998.

In 1997, Merritt Publishing was named the 44th largest woman owned/run business in Los Angeles by the Los Angeles Business Journal. Ms. King was also a member of TEC (The Executive Committee, a membership organization for CEOs) for six years, and co-founded a women's CEO group.

She is the author of two books. Her book ***Business Plans to Game Plans*** is praised by academics and business people alike and is in its 3rd edition (John Wiley & Sons, 2004). Her second book ***Smart Women Publish*** was published in 2005. She is a member of the Author's Guild.

Ms. King has served on several Boards of Directors, including the Enterprise Institute Board for the National Association of Women Business Owners, Los Angeles. She has been a mentor with the TEC on Campus program for the Anderson School of Business at UCLA, and is an instructor with SCORE.

She is a Phi Beta Kappa graduate of the University of Southern California with a BA in History and Economics, is a certified NxLevel Entrepreneurial Training Program instructor and holds the SPHR (Senior Professional in Human Resource) designation from the Society of Human Resource Management. In 2002, she received the award for "Outstanding Performance as a Small Business Woman's Advocate" from the SBA/California Small Business Development Centers.

Ms. King's views on business and on publishing have been widely quoted in Investor's Business Daily, Fortune Small Business, Working Woman Magazine, the American Bar Association's Bar Leader magazine, Small Business USA, Business Finance, the Los Angeles Business Journal, and on numerous business web sites. She has also appeared on Making It! a small business television program on KTTV Los Angeles, The Economic Journal, a PBS business program, as well as on numerous nationally syndicated

business radio programs. She writes and speaks extensively on publishing, employee ownership and participative management, and business planning.

Smart Women Publish! – the book

Smart Women Publish is for the professional woman who aspires to write a non-fiction book or the woman who has written such a book and would like more success with her book promotional efforts. With exercises at the end of each chapter, this concise book packs essential publishing industry information in each page. The three essential messages in this book :

- You are in control of your own publishing destiny
- The revolutionary changes in the publishing industry are great for the author, and
- There are talented and caring book professional experts who can help you do it.

This book will show you how!

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