

The Well-Fed SP “Biz-in-a-Box”

(A teaser...)

What follows is a sampling of what you’ll find in *The Well-Fed SP “Biz-in-a-Box.”* As discussed, the *Biz-in-a-Box* contains...

...virtually every piece of marketing material I created in the course of promoting, publicizing and marketing my four books (which, together, have yielded well over 70,000 copies in print and a full-time living since 2001.

It’s a the culmination of years of effort, and from someone with well over three decades of successful sales, marketing, copywriting and publishing experience. Most importantly, it’s *real-world*, not theoretical. If it’s in here, I used it in my business.

This resource is valuable for several reasons: it shows you...

- **WHAT**, specifically, you need to have
- **HOW** I crafted each piece
- **WHEN** you’d use it, and...
- **WHY** you’d use it

Following the samples, you’ll find an up-to-date table of contents of the *Biz-in-a-Box*. The final product you purchase will, at the very least, have all the items you see listed in the contents, and perhaps more. To purchase the cut-‘n-pastable *Biz-in-a-Box*, please visit

<http://www.wellfedsp.com/spbinb.shtml>

Book Marketing Proposal

As mentioned in Chapter Three, even if you have definitely decided to go the self-publishing route, taking the time to do a book proposal (as if you were trying to woo a conventional publisher) is an exercise I'd strongly recommend. It'll force you to prove to yourself the fundamental viability of your book in the marketplace before you embark on what can be an expensive journey with no guarantee of profitability. Here's the book proposal I worked up for my first title. It might not be as comprehensive as one I'd put together for a publisher, but it covers enough of the important bases to be a useful undertaking. And as mentioned earlier, it's not a bad start to a business plan.

A couple of recommended books on the subject are:

Write the Perfect Book Proposal: 10 That Sold and Why (2nd edition), by Jeff Herman & Deborah Levine Herman (Wiley; 2001)

How to Write a Successful Book Proposal in 8 Days or Less, Patricia L. Fry (Matilija Press; 2004)

The Well-Fed Writer:

Financial Self-Sufficiency As a Freelance Writer In Six Months or Less

by Peter Bowerman

Introduction

We are in an age of redefinition - global and personal. Our world is changing dramatically and certainly not always for the better. More and more, we are becoming overloaded, overextended, overwhelmed. Many are reassessing their lives, taking a long hard look at how they spend their workday, and the stresses and tolls their careers are taking on them.

They find that their claim of the primacy of family and personal life is at odds with the reality of hours spent in pursuit of money, status, and titles, at the expense of family ties, health, and peace of mind. They want to reclaim those elusive components of "quality of life." For many, it means clearing the slate, starting over in a new business, and perhaps allowing themselves to believe that they can make a living pursuing a life of creative fulfillment.

The writing bug afflicts so many in our population. They become smitten with the notion of making a living - do they dare believe a *good* living? - with their words. But how to do it, given that the words *starving* and *writer* seem to be eternally joined at the hip? And do it quickly?

Enter “*The Well-Fed Writer: Financial Self-Sufficiency As a Freelance Writer In Six Months or Less*” (TWWF), a light, engaging, humorous, accessible, yet substantive game plan for achieving self-sufficiency as a freelance commercial writer – writing for corporate America – and landing accounts from the one-man shop to the Fortune 100 firm. And doing it within six months.

Drawing on six-plus years of personal experience building a successful freelance commercial writing business from scratch, along with an additional 15 years of sales/marketing experience, author Peter Bowerman provides a logical and detailed game plan for aspiring writers of every description and circumstance to build and maintain a lucrative freelance commercial writing business. I believe the title itself is strong enough to attract attention on bookshelves and in email marketing, press releases and media appearances.

Who Will Buy This Book?

There are five key markets for this book, though in all likelihood, the first category is larger than the other four combined. See the *Back Cover Copy* (which will appear on my web site as well) for a closer look at how I will speak to my market, whether they’re in a bookstore reading the jacket or visiting the web site.

1) Aspiring Writers: By far the largest market is the literally many thousands of people who enjoy writing, feel they’re good at it, are perhaps trying (and struggling) to make a go of it and would love to figure out how to make a handsome living at the craft. I assert that this group defies demographic categorization – they are young, old, rich, poor, black, white, male and female.

2) Seasoned Freelancers: This book will also find a warm reception amongst experienced freelancers who perhaps, have focused on magazine freelancing, where the money is lower, and hassles higher. In the magazine writing field, it’s all about flat fees and potentially vast open-ended commitments of time. By contrast, in the commercial writing field, you calculate fees based on healthy hourly rates (\$50-125+) and *all time counts*. That should resonate nicely with writers used to far less attractive terms.

3) At-Home-Moms: This group enjoys writing and may have once held jobs in PR, marketing, advertising or a specific industry (i.e. healthcare, high-tech, retail, financial services, hospitality, etc.). With this book, they can leverage their professional experiences into a new, lucrative, flexible, “work-when-I-want-as-much-as-I-want” career.

4) Journalists: Consider this quote:

As a former award-winning journalist and current owner of a multi-media communications firm, I am struck by the scarcity of good writing these days. Professional journalists get a lot of practice at making ideas easy to understand. However, because of

low pay and often terrible working conditions, most journalists want to make a career change within a few years of graduating. With their experience at expressing ideas in a clear, concise, logical manner, they are very well positioned to escape the shackles of poverty and earn \$50-\$85+ an hour in the freelance commercial writing market. But regardless of your background, there is huge demand in the corporate arena for good solid coherent writing skills.

Bob Hamilton
Multiple Associated Press Award-winner
President, In-Focus Communications
Atlanta, Georgia

5) Corporate Staff Writers: Many writers working in-house for corporations (and often writing about one narrow area) dream of self-employment as a writer, where they can leverage their writing ability and experience into a higher income, a more flexible work schedule and a greater variety of work. TFWW is the detailed blueprint they need to make that transition.

6) Recent College Graduates: Short on overhead expenses but long on enthusiasm and energy, and perhaps unsure about the over-structured corporate world that awaits them, this group can find an attractive career alternative in these pages. Especially since the book emphasizes that a lack of contacts and industry experience (the author's story) is no obstacle to success.

Why Will They Buy This Book?

A Focus on Making Money

A trip to the writing shelf of the local bookstore will turn up hundreds of books on writing just about anything: magazine articles, romance novels, cookbooks, children's books, poetry, science fiction, horror, and much more. Most focus on the writing with less emphasis on the business end of the equation. Creativity, not commerce, is the focus, which creates even more writers who live up to freelance writing's reputation as being largely the domain of struggling artists.

Starting with the title and maintained throughout the book, the theme of TFWW is about making money – good money – at the art and craft of writing. Not \$15-25K a year, but more like \$50-100K. (See *Back Cover Copy* for elaboration.) I assert that that focus will move people to action.

Competition

The only book that I'm aware of that competes with TFWW is "Secrets of a Freelance Writer" by Bob Bly, the very well-written book that got me started in the business, and now in its second printing (1988 and 1997). While several other books devote perhaps a

chapter to commercial writing, as part of a larger discussion of the writing profession, “Secrets...” is the only book geared solely to commercial writing.

Nonetheless, despite similar content, the tone of TFWW is worlds more fun, warm, humorous, and reader-embracing than “Secrets...”, and truly sets it apart. In addition, my unique systems-oriented approach to the on-going business management reflects common sense and a healthy grasp of human nature (i.e. we’re all basically lazy, and if it’s not easy to do, we won’t do it), with a consistent emphasis on enhancing the “do-ability” of the opportunity. In a larger sense, with only two books on the market dealing exclusively with this subject matter, the field can hardly be classified as overcrowded.

How Will I Market and Distribute the Book?

Master Wholesalers – to handle bookstore/library trade. I will support these entities’ efforts with reviews as I receive them, along with press releases and info sheets as appropriate.

Book Review Campaign – I plan to send out 300+ books to select magazines, daily and weekly newspapers, and relevant web sites and online newsletters to garner positive book reviews and promote the book to their audiences. In addition to general audience publications, I will target publications geared to writers, mothers and journalists.

Web Site – I have reserved the domain name: www.wellfedwriter.com, which as a stand-alone advertising/promotional tool (with no additional copy), could make for an intriguing and inexpensive “teaser” link on a web site or in a small ad. I have hired a professional Internet marketing company to build, maintain and promote the site. The site will include a brief punchy sales presentation, a sample chapter, the book’s table of contents, testimonials, back cover copy of the book and more.

Internet Marketing – I plan to contact hundreds of web sites geared specifically towards writers, at-home Moms, and home-based business seekers with requests to promote the book on their site through articles and marketing links, and will offer a 10-15 percent discount to their members/viewers.

Media Campaigns – Using email programs and media databases, I plan to send a mass emailed news release to thousands of media outlets. This will not only promote the book to that outlet’s audience, but indirectly to another target market as well: the journalists themselves. With a book like this, I can also target career/work/business editors as well as those focusing on lifestyle.

Radio/TV Interviews – I plan to use Joe Sabah’s “Radio Talk Show System,” which includes a current database of over 900 radio programs that book guests. I will contact the ones whose program theme seems to be closest to mine, and market to them through both phone and email. I plan to have audio footage of a sample radio interview on my web site to make it easier for prospects to make a decision.

Projected “Breakeven” Point

With an initial marketing/printing budget of approximately \$15,000 and a retail price of \$19.95, yielding an average profit of \$8 (by industry calculations), I will have to sell approximately 1900 books to break even.

Interested in seeing my actual Marketing Strategy Questionnaire submitted to Ingram (the large trade wholesaler), along with a real-world bookstore “pitch letter” sent by a self-publishing fiction writer? I invite you to consider investing in my 100-plus page *Well-Fed SP Biz-in-a-Box*. Full contents and purchase details are at the end of this appendix.

Sample Working Press Release

(See notes on this and other releases at end of release)

FOR IMMEDIATE RELEASE

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Bad Writing Skills: A Businesses' Nightmare, A Freelancer's Dream.

ATLANTA, GA – July 12, 2005 – As reported recently in *The New York Times**, American business is wrestling with the costs of poor writing skills of many of their workers. The May 15, 2005 Times article (“The Fine Art of Getting It Down on Paper” by Brent Staples) pointed out how a competitive business climate is demanding “more high-quality writing from more categories of employees than ever before.”

But, that’s good news for freelance writers, says Peter Bowerman, author of *The Well-Fed Writer*, and its companion volume, *TWWF: Back For Seconds*, two titles on the subject of “commercial” freelancing – writing for businesses, large and small, and for hourly rates ranging from \$50-125+.

The Times article cited the 2004 report by the National Commission on Writing, which reported that roughly a third of the companies surveyed reported that only one-third or fewer of their employees knew how to write clearly and concisely.

Bowerman, whose first book was an award-winning Book-of-the-Month Club title, concurs: “Good writing is the engine that drives commerce, yet writing skills amongst many American workers, frankly, are atrocious. As companies see the bottom-line costs of this shortfall, it opens up tremendous opportunities for capable freelancers to step in and pick up the slack.”

Sweetening the pot even more, says Bowerman, is the prolific downsizing of the past decade. He explains: “Many companies, of all sizes, are operating leaner than ever, yet good writing is still something that has to get done. Many have steady writing needs and the healthy budgets to outsource those projects – at handsome rates.”

Veteran commercial freelance writer Bob Bly, author of 50+ writing titles, says of the field: “I know of no other arena of writing so lucrative yet so easy to get started in.”

With no writing background, paid professional writing experience or industry contacts, Bowerman was paying all his bills through commercial writing in four months. He says, “If you’re a decent writer and you dream of getting out of the rat race, working from home and having time for a life, this is a great option.”

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* The New York Times, May 15, 2005, “The Fine Art of Getting It Down on Paper, Fast” by Brent Staples; The New York Times, December 7, 2004, “What Corporate America Can’t Build: A Sentence” by Sam Dillon

Media: Contact author for interviews or review copies. Visit www.wellfedwriter.com (“Attn: Media” link) for cover art, author pix, news “pegs”, sample radio/TV interview footage, sample chapters, book reviews, “Attn: Moms” section for at-home Moms, and more. The book retails for \$19.95 and can be purchased in bookstores, on Amazon, through www.wellfedwriter.com and at 800-247-6553.

The preceding release incorporates a wonderful set of *New York Times* articles – a great angle I could exploit. It gets away from talking about the book more than any other I used. The high-profile articles I use as reference points are just the sort of currency valued by media types, arguably giving it the greatest chance of resonating with this crowd or *any* potential reviewer.

To see *The Amazing Evolving Press Release*, featuring four versions of a release (Ugly, Bad, Good, and Better), with an info-packed intro outlining six big mistakes often made in releases, I invite you to consider investing in my 100-plus page *Well-Fed SP Biz-in-a-Box*. Full contents and purchase details are at the end of this appendix.

SAMPLE EMAIL PITCH (to Women's-Oriented Publication or Web Site)

A sample of a basic email pitch seeking exposure (i.e., reviews, blurbs, interviews, permissions to write articles, etc.). Arguably, I could shorten it but this basic template – tailored to different audiences – was effective in getting a response and generating a lot of activity. Note my inclusion of promotional email blurbs for possible use on their site. If you want people to do something, make it as effortless for them to help you as possible. Ideally you have a name from hunting around on a web site but if not, you can substitute: “Greetings!” instead and include the following note at the top of the email:

(Wasn't sure exactly who to contact, but if you're NOT the right person, I'd be sincerely grateful if you'd forward the information on. Thanks so much!)

Hi Janet,

May I send you a review copy of my book?

Peter Bowerman here, best-selling Atlanta-based author (bio at bottom). I came across your web site and wanted to touch base with you about my book, which I believe could be an excellent resource for your members. Title: *The Well-Fed Writer: Financial Self-Sufficiency as a Freelance Writer in Six Months or Less*, an award-winning Book-of-the-Month Club selection.

Well-Fed is a very detailed how-to for quickly breaking into the lucrative and surprisingly accessible arena of freelance commercial (corporate) writing. As Corporate America has downsized, it has outsourced much of their creative needs, making this particular writing direction more viable and profitable than ever before.

Because of the freedom, flexibility and healthy income this career direction offers (*and the fact that the field is more than half female*), some key audiences I'm targeting are women, working moms looking to transition to a home-based career AND at-home mothers, looking to start a home-based career.

I've gotten a lot of wonderful reviews, including these:

“An excellent book worth every penny of the cover price, and written in a conversational style that makes you feel like you're talking over coffee. There's so much information here you could read it three times and come away with something different each time.”

Jerri L. Ledford

www.momwriters.com

Writer's Digest Top 101 Web Sites

“Writing the Great-American-Novel isn't the only way for a writer to earn a living. If you love to write and want the flexibility of a work-at-home career, let *The Well-Fed Writer* and author Peter Bowerman guide you every step of the way with practical tips, straightforward advice, wit and honesty. I highly recommend this book.”

Cheryl Demas, Editor
www.WAHM.com - The Online Magazine For Work-At-Home Moms
Author, The Work-at-Home Mom's Guide to Home Business

“The Well-Fed Writer is one of the best books I have read about making a living as a professional writer. Practical tips in a fun-to-read style.”

Priscilla Y. Huff, Author
101 Best Home-Business Success Secrets for Women

I invite you to visit my web site (www.wellfedwriter.com), and especially the *Attn: Moms* link, which features interviews with at-home Moms making a go of this business (also in book).

If you feel this book would be of interest to your readers, I'd love to explore any opportunities to get the word out: book review, feature article (written by me), Q&A, a simple mention with link to my web site, or some combination. I have included three ready-to-use promotional blurbs below to use if you choose to, to make it easy for you to spread the word.

Shall I send a copy? If so, to whom and where? Thanks very much for your kind consideration and I look forward to hearing from you.

Sincerely,

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Author Bio

Peter Bowerman has been a freelance writer and columnist in Atlanta, Georgia since 1993. His corporate client list includes The Coca-Cola Company, MCI, BellSouth, IBM, UPS, Holiday Inn, GTE, American Express, Mercedes-Benz, The Discovery Channel, Junior Achievement and many others. He has published over 250 columns and articles, leads seminars on writing, and is a professional coach on commercial writing start-up and self-publishing. His best-selling book, *The Well-Fed Writer*, has earned some key industry accolades:

- Second Place: ForeWord magazine's 2000 Book of the Year Awards (Career category)
- Finalist: Publisher's Marketing Association 2000 Ben Franklin Awards (Best First Book)
- Honorable Mention: Writer's Digest 2000 National Self-Published Book Awards

Promo Blurbs

Can you write? Interested in a lucrative, flexible home-based writing career? According to Peter Bowerman, best-selling author of the award-winning, triple-book-club selection *The Well-Fed Writer*, Corporate America outsources (thanks to downsizing!) an enormous number of writing projects, and at hourly rates of \$50-125+! Get the details at www.wellfedwriter.com.

You CAN make a GOOD living writing! How? Corporate America is looking for freelancers and pays hourly rates of \$50-125+. So says Peter Bowerman, best-selling author of the award-winning, triple-book-club selection *The Well-Fed Writer*. Get the details at www.wellfedwriter.com.

Love being an at-home Mom, but would enjoy a lucrative, flexible part- or full-time career that leverages your past work experience? Are you a decent writer? Well, according to Peter Bowerman, best-selling author of the award-winning, triple-book-club selection *The Well-Fed Writer*, Corporate America will pay handsomely (\$50-125+/hour!) for your freelance skills. Get the details at www.wellfedwriter.com.

To see other examples of email pitches tailored to other groups, I invite you to consider investing in my 100-plus page *Well-Fed SP Biz-in-a-Box*. Full contents and purchase details follow.

“The Well-Fed SP Biz-in-a-Box” Table of Contents

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- Author bio (several versions)
- Sample email pitches (+ variations)
- Promo blurbs of varying sizes (for easy “cut ’n paste”)
- “News pegs” web copy
- Book promo sheets (two versions)
- Mock book reviews (two versions)
- Key review promo sheets (press kit enclosure)
- Book club promo sheets (press kit enclosure)
- “Good News” update letters to wholesalers
- Back cover copy (with diagram and analysis)
- Copyright page verbiage
- Galley insert sheet
- Galley-copy cover letter sent to “blurbers”
- Radio interview sample phone script
- Radio interview email pitch letter
- Follow-up email to radio hosts/producers after voice mail or chat
- Sample suggested Q&A for radio host/producer
- Seminar promotional flyer
- Pre- and post-seminar emails
- Discount certificates (include w/book for future purchases thru special site link)
- Amazon profile verbiage
- Amazon testimonials sheet (press kit enclosure)
- Amazon discount certificates (for future purchases through special site link)
- Amazon Marketplace thank you notes
- Amazon review request (response to positive email)
- Web links swap request
- Autoresponder “Thank-You” after Web purchase
 - w/reminder to subscribe to ezine
 - w/notifications (and discounts) on follow up products
- Review copy cover letter (for general audiences)
 - with ebook reference for international reviewers
 - with link to *Media Resources* page on site
- Cover letter to accompany review copies to first line reviewers
- Email review copy pitch (sent by intern)

- Event tent cards (with pricing/product discounts)
- 55+ Pitch letter for marketing campaign
- 55+ Review copy cover letter
- Ebook reselling agreement
- Ebook promo copy (for “resellers promo kit”)
- Ebook promo copy (for web site)
- Book Order Form on back pages of book
- Thank-you cover letter to CD-set buyers
- Writers conference pitch letter
- Sample business cards (back and front, scanned)
- Sample mailing labels (scanned)
- Pre-printed sticky notes
- Ebook bonus certificate
- Cashier instruction sheet (to get “helpers” up to speed)

Get a jump on the marketing, promotion, and administration of your growing self-publishing empire! Visit www.wellfedsp.com/spbinb.shtml to purchase and immediately download your own copy of the *Biz-in-a-Box* (a cut-‘n-pastable PDF) for just \$29.95!