

W. Terry Whalin

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Communications ~ Public Relations ~ Marketing ~ Editing

A creative business professional and author with extensive publishing industry knowledge. Areas of expertise including evaluating, developing and editing manuscripts, writing and publishing best-selling books and writing magazine articles. Strong corporate communication abilities including marketing brochures, press releases, advertising copy and brand positioning.

Demonstrated success in locating and acquiring authors and building lasting relationships. Strong understanding of publishing financials and contract negotiations. Highly organized with excellent written and oral communication skills. Skilled communicator whether through internet newsletters, website or blog creation, teleseminars or traditional print media.

Whalin & Associates, Scottsdale, AZ

May 1994 to Present

President

Whalin & Associates is a full service editing, writing and communication business focusing on many different aspects of books and magazines publishing, public relations and corporate communications.

Accomplishments include:

- Created and launched TerryWhalin.com in July 1997 as an overall online showcase of my work in communications.
- Published The Writing Life (thewritinglife.ws) blog, which has 800 searchable entries and over 400 readers each day including publishers, literary agents and authors.
- Launched Right-Writing.com (right-writing.com) in 1994. A diverse website focused on assisting writers in the broadest sense and developed a newsletter called *Right-Writing News* (right-writing.com/newsletter.html) which has 32 issues and 7,000 subscribers.
- Developed and launched a series of single-page Internet sites with products like Editor Reveals Book Proposal Secrets (editorbookproposals.com), Writing For The Christian Market EBook (writingchristianmarket.com), Book Proposals That Sell (bookproposals.ws), Proposal Secrets (proposalsecrets.com) along with a successful free affiliate program which includes Internet training (terryinfo.com).
- Developed branding and Public Relations programs for ClergyTax, providing press releases, media placement interviews and a book deal.
- Developed 300 plus Public Service Announcement Radio scripts for New Life Clinics and 250 radio scripts for another client.
- Written promotional articles for more than 50 different print magazines, analyzing the particular magazine's need, and then sending appropriate material to gaining exposure and placement for the particular project.
- Worked with numerous types of media including print (newspaper and magazine), radio, television and internet to deliver high-quality promotional material gaining publicity for the author or publishing house.

- Created a series of well-attended teleseminars about different aspects of publishing including asksusandriscoll.com/replay, asksallystuart.com/replay.
- Taught various types of writing including books and magazines, marketing, contract negotiation, and other aspects as a part of the faculty of about a dozen conferences each year for the last several years.
- Coauthored and ghostwrote more than a dozen books including *Freedom From Addiction*, *The Bible at 30,000 Feet*, and *Surprised By God*.
- Developed over 20 book proposals for various new authors and presented those proposals to traditional publishers for book deals.
- Wrote *First Place, Lose Weight and Keep It Off Forever* by Carole Lewis which has sold over 100,000 copies and completed the writing in two weeks.
- Replaced the ghostwriter of a fast-tracked book for a publisher called *Pathway To His Presence* and completed the project in four weeks.
- Authored nine biographies including *Billy Graham* and over two dozen children's books plus nine adult books, two of which each sold over 60,000 copies.
- Wrote a bestselling how-to instruction book called *Book Proposals That Sell, 21 Secrets To Speed Your Success* (Write Now Publications, a Nashville-based small press).

Howard Books, West Monroe, LA

Jan. 2004 to Dec. 2006

A Division of Simon & Schuster

Fiction Acquisitions Editor

Howard Books (formerly Howard Publishing, a family-owned publisher founded in 1969) was acquired by Simon & Shuster in 2005. They are known for their Hugs gift books which have sold over five million copies.

- Responsible for entering Howard Publishing into the fiction marketplace in a meaningful way.
- Handled all of unsolicited submissions (over 600 rejections in one year)
- Acquired on average six books a year of the 40-50 titles published each year.

David C. Cook, Colorado Springs, CO

Dec. 2001 to Sept. 2003

Acquisitions Editor

David C. Cook founded in 1875, has become one of the leading publishers of Sunday school and Christian books with offices in the U.S., Canada and the United Kingdom.

- Proactively searched for quality projects using my network of literary agents and bestselling authors.
- Discovered and contracted 30 books in 2003.
- Effectively implemented a PR campaign to turn around market perception of David C. Cook.

Starwire Corp/ Christianity.com, Hayward, CA

Feb. 2000 to Nov. 2001

Director of Business Development

An Internet start-up with an innovative content management system, web portal and website building tools designed for non-profit and profit businesses including churches.

- Effectively pitched the content management system of Starwire Corporation/ Christianity.com to my business relationships at various publishing houses.

Decision, Minneapolis, MN

1993 to 1994

Associate Editor

Billy Graham Evangelistic Association organizational magazine (1.8 million monthly circulation).

Education

Master's Degree in Linguistics, University of Texas at Arlington, Arlington, TX

Bachelor's Degree in Journalism and Political Science, Indiana University, Bloomington, IN

Professional Associations

American Society of Journalists and Authors

1996 to Present

Member of the Board of Directors.

2005-2008

Chairman of the membership committee.

2004-2008

Associate member of the Evangelical Press Association