

Foreword by Mark Victor Hansen  
co-author of *Chicken Soup for the Soul*



# JUMPSTART YOUR PUBLISHING DREAMS

Insider Secrets to **SKYROCKET** Your Success



W. TERRY WHALIN

What Others Say about *Jumpstart Your Publishing Dreams*:

“With equal parts inspiration and practical application, *Jumpstart Your Publishing Dreams* should be on every aspiring writer’s shelf.”

—**James Scott Bell**, best-selling novelist,  
[www.jamesscottbell.com](http://www.jamesscottbell.com)

“Publishing is a complex business. Because Terry has been a magazine editor, an acquisitions book editor, and an author, he knows the inside scoop. *Jumpstart* captures his experience and serves it in easy-to-apply portions for every reader.”

—**Michael S. Hyatt**, President & CEO, Thomas Nelson

“Terry’s years of experience in traditional publishing makes him uniquely qualified to write this book. The 3rd paragraph on page 61 is worth one hundred times what you’ll pay for his book and I recommend you buy two copies: Buy one for you, and one for an author you know whom you feel has lost hope in their ability to promote their book.”

—**Alex Mandossian**, author, trainer and CEO/Founder of  
[www.HeritageHousePublishing.com](http://www.HeritageHousePublishing.com)

“*Jumpstart* is the perfect title for this cornucopia filled with essential information that writers need more than ever to succeed. The resources that Terry includes alone are worth the price of the book. Terry’s easy-to-read, generous advice comes out of his passion for helping writers and his decades of experience. *Jumpstart* will enable new or published writers to kick their career into high gear. I learned a lot from it.”

—**Michael Larsen**, AAR, partner, Larsen-Pomada Literary Agents;  
author of *How to Write a Book Proposal* and *How to Get a Literary Agent*  
[www.larsen-pomada.com](http://www.larsen-pomada.com)

“Every writer should own and read this book, even those who are well established in their careers. This book can help writers achieve the goals for their writing and also help them see new possibilities they hadn’t thought about before. I know I’ll be taking another look at much of this advice”

—**Robin Lee Hatcher**, best-selling author of *When Love Blooms* and *A Vote of Confidence* [www.robinleehatcher.com](http://www.robinleehatcher.com)

“Insightful. Practical. Helpful. Energizing. Passionate. This book will move you closer to your dream of becoming a published writer.”

—**Paul Mikos**, publishing executive,  
[www.publishingassociates.blogspot.com](http://www.publishingassociates.blogspot.com)

“Terry Whalin has a real talent to explain to writers how they can customize their ideas for the best possible reception from editors and agents. *Jumpstart Your Publishing Dreams* has valuable insights into the publishing process.”

—**Farley Chase**, Literary Agent, Chase Literary Agency

“Along the path to getting published, there are many possible sand traps for rejection which published writers have learned how to avoid. Follow Terry’s expert and empathetic advice to take years off your learning curve.”

—**Jacqueline Deval**, Publisher, Hearst Books and author of *Publicize Your Book* [www.publicizeyourbook.com](http://www.publicizeyourbook.com)

“Terry’s advice is practical, direct and easy to follow. You can’t read a chapter of *Jumpstart* without feeling a little wiser. And that’s not just for unpublished writers either.”

—**Rick Hamlin**, Executive Editor, *Guideposts* magazine

“Here’s the perfect primer for writers seeking to break into print or build lasting careers. Practical tips and encouragement abound, and the author’s own career illustrates the soundness of his advice. A must-read for every aspiring author.”

—**Joan Marlow Golan**, Executive Editor, Steeple Hill Books

“Terry understands what writers go through to get published. He has created a roadmap for any would-be writer to follow. You need the insight in these pages.”

—**Rick Frishman**, Publisher, Morgan James Publishing, [www.rickfrishman.com](http://www.rickfrishman.com)

“Terry Whalin’s wealth of publishing experience combines with his practical teaching to give you the step-by-step insight that only comes from his years in this business. This book is perfect for anyone who has dreams and hopes of getting into print.”

—**Raleigh R. Pinsky**, author of the best-selling *101 Ways to Promote Yourself*, [www.promoteyourself.com](http://www.promoteyourself.com)

“*Jumpstart Your Publishing Dreams* stands out from the pack of ‘how to succeed as a writer’ advice—especially Chapter 11 on building a platform and chapter 18 on repurposing your content. These two chapters alone can double your publishing success this year.”

—**Robert W. Bly**, Copywriter / Consultant, [www.bly.com](http://www.bly.com)

“*Jumpstart Your Publishing Dreams* can offer you the ultimate pleasure of seeing your mission statement in motion, in the pages of your book, helping to make the world a better place.”

—**Annie Jennings**, CEO Annie Jennings PR, National Media Specialists, [www.anniejenningspr.com](http://www.anniejenningspr.com)

“Terry Whalin’s *Jumpstart Your Publishing Dreams*, manages to be both brutally realistic about the publishing world yet hopeful, almost spiritual, in its encouragement of writers. If this book doesn’t get you motivated enough to finally publish your book, then nothing will.”

—**Fern Reiss**, CEO of [www.PublishingGame.com](http://www.PublishingGame.com)

“Terry has written the “go to” book for writers wanting to understand all the elements of today’s publishing world. Few books are able to dispense this invaluable advice from someone whose experience is as diverse in the publishing world as Terry Whalin. Bravo, Terry.”

—**Sharlene Martin**, Literary Agent, Martin Literary Management, [www.martinliterarymanagement.com](http://www.martinliterarymanagement.com)

“A smart, savvy guide every author needs—Terry Whalin’s book brims with seasoned insider tips to getting published in today’s ever-changing market.”

—**Lisa Collier Cool**, past president of the American Society of Journalists and Authors

“I’m a big believer in telling stories. If you want to jumpstart your publishing dreams, learn how to tell stories. In this book, Terry shows you how to tell your own stories as well as how to capture the stories of others.”

—**John Kremer**, author of the best-selling *1001 Ways to Market Your Books*, [www.bookmarket.com](http://www.bookmarket.com)

“Terry provides an excellent and comprehensive model for anyone to follow. His own publishing success, relationships with writers and editors, and years of teaching others are evident throughout the book. The process may be imperfect but a good guide is invaluable along the way. *Jumpstart Your Publishing Dreams* serves this role perfectly.”

—**Dr. Brad Hamm**, professor, Dean of the Indiana University School of Journalism [www.journalism.indiana.edu](http://www.journalism.indiana.edu)

“You need help from the rare person who not only has intimate knowledge of the process but can teach it to others. You will find that rare gift in Terry Whalin’s book.”

—**Sally E. Stuart**, author, *The Christian Writer’s Market Guide*  
www.stuartmarket.com

“Terry Whalin is a godsend for aspiring writers as well as published authors wanting to stay afloat in today’s market. In *Jumpstart Your Publishing Dreams* Terry becomes your own personal writing coach. These “insider secrets” will both help you define writing success for yourself—and then achieve it.”

—**Kristi Holl**, Award-winning, middle grade (8-12) author,  
www.kristiholl.com

“Terry Whalin is an expert on publishing success. Aspiring writers would be wise to heed his advice closely.”

—**Nick Harrison**, Senior Editor, Harvest House Publishers

“In addition to being a great writer and publisher, Terry must be a magician. It’s the only way he could put so much invaluable information in a single book.”

—**Alton Gansky**, author of *Enoch* and 30 other books,  
www.altongansky.com

“Totally practical—actually DO his suggestions and you WILL become an author. Totally thorough—no stone is left unturned. This is an indispensable guidebook you will dip into again and again.”

—**Diane Eble**, book publishing consultant, Words to Profit  
www.wordstoprofit.com

“Terry Whalin is the real deal! An experienced publishing pro respected by both sides of the aisle: authors and publishers. What’s really going on inside this topsy-turvy business rarely resembles what you see on the outside. Terry’s invaluable guidance will put you ahead of all the other ‘wannabes’ and within reach of your author dreams.”

—**John Willig**, President & Literary Agent, Literary Services Inc.  
www.LiteraryServicesInc.com

*Jumpstart Your Publishing Dreams*

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W. TERRY WHALIN



NEW YORK

# DEDICATION



First, I want to thank my wife, Christine, who has given amazing unconditional support throughout the creation of this book and beyond. Also I want to express my gratitude and admiration to Darlene Schacht for her remarkable design of the WTW Press logo. Also I want to express my appreciation to Donna Goodrich for her careful editing and feedback. Many other friends and family have supported my work on this project. You know who you are. Thank you.

I dedicate this book to every writer and editor who built so much into my life and publishing experiences through telling your stories. While the names are too numerous to mention, I'm much richer for each experience. Thank you.

Finally I dedicate this book to every reader who carries dreams and aspirations to see their ideas appear in print. I hope these pages provide you with exactly what you need to jumpstart your publishing career. Seize the opportunity and go for it. I believe you can do it and that's why I've written this book.

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# FOREWORD



During the 2007 Mega event in Los Angeles, I invited Terry Whalin to join our illustrious faculty. During this event as Terry and I talked for a few minutes, I saw his passion to help both new and experienced authors achieve their dreams of publishing.

Most people know me as the co-creator of the wildly-successful *Chicken Soup for the Soul* series which has sold an extraordinary 144 million copies worldwide. I understand what it's like to be a newcomer in the publishing world. Let me take you back to a time in my life more than 17 years ago when I faced the fears of everyone who wants to be published. When those fears showed up, I've learned that attitude opens doors. Always has. Always will. When you start on something, not everything will go smoothly. I believe if at first you don't succeed, so what?

When each of us begins to release whatever holds us back and we start to succeed, it makes everybody better off. As you are looking for this greatness in your life and focusing on your goal, be open to change. As you start down your pathway, be flexible and explore.

Have vision. Have a purpose that you are trying to achieve. Stick to it. You will find, I promise you, other people and other things, events, and opportunities will happen that you never imagined ahead of time. Be ready to change your course for success, because you may not know what it is right now. Do start with something because it will propel you forward.

In the early 1990s, Jack Canfield and I were encouraged to put our keynote addresses and workshops into a book. We discovered that translating what worked on the podium onto the written page proved more challenging than either he or I had anticipated. It was hard with our busy schedules to find time to get these stories on paper and editing them was an even bigger chore. After three long years, we had compiled only 68 stories—a far cry from the 101 we believed was the magic number for a successful book.

So we reached out to other professional speakers and asked them to submit their favorite stories for publication. The formula finally worked, and soon we were inundated with powerful tales of ordinary people doing extraordinary things. Previously we had too few stories; now we had too many. Once again, Jack and I turned to our friends and other professionals. We invited forty of them to read and rate each story on a scale of one to ten for its ability to clarify, move, and inspire. The 101 stories with the highest average scores were compiled into a final manuscript.

Our book still remained untitled. Many authors don't put much energy into their title because they believe the publisher will change it anyway. We knew the title of our book needed to be really good and committed to meditate on a winning title for *an hour each day*. Jack visualized the image of his grandmother's chicken soup and remembered how she told him it would cure anything. This book would have the same healing powers as that soup, but not for the

body—for the soul. This concept birthed the book’s best-selling title, *Chicken Soup for the Soul!*

After three long years, Jack and I were finally ready to approach publishers with our book. In the first month alone, thirty-three of New York’s biggest publishing houses turned us down. For many authors, this wave of rejection would have been enough to make them quit. In the face of each rejection, we believed in our manuscript and instead said, “Next,” then continued our search for a publisher.

These publishers told us, “Anthologies don’t sell.” Or, “We don’t think there is a market for this book.” Or, “We just don’t get it.” Or, “The book is too positive.” Or, “It’s not topical enough.” A total of 140 publishers rejected our book. To top it off, our agent told us, “I can’t sell this book—I’m giving it back to you guys.”

In 1992, Jack and I attended the American Booksellers’ Association Convention. We went from booth to booth talking to editors and sharing our vision of how our book would uplift humanity by helping people open their hearts, rekindle their spirits, and give them the courage to pursue their dreams. We left a copy of our manuscript with Peter Vegso, president of Health Communications, Inc. who caught the spirit of the book and soon agreed to publish it.

Our qualities of perseverance and determination with *Chicken Soup for the Soul* are some of the characteristics my friend Terry Whalin talks about in the pages of *Jumpstart Your Publishing Dreams*. Using Terry’s insight and many years of experience in publishing, you can shorten the time it takes to locate your place in today’s market. As you follow his practical advice, you will find ideas to create your own information business.

You and I are living in one of the greatest times in history. Take Terry's counsel to heart and apply it to your daily life. You will be able to go to places you never dreamed possible.

—Mark Victor Hansen

# CHAPTER 1



## Jump into the Water—the Imperfect Process

From my earliest memories, the printed page has played a key part of my life. Like many young parents, my mother read many books to me. When I was given a chance to select the book, Mom tells me I almost always chose *McElligot's Pool* by Dr. Seuss. Our family had most of this author's popular books. Many readers are probably saying, "*McElligot's Pool*"? Through the proliferation of *The Cat in the Hat*, *One Fish Two Fish Red Fish Blue Fish*, or the ever popular *Green Eggs and Ham*, many haven't heard of *McElligot's Pool*.

In the opening pages, a farmer laughs at the folly of a young boy named Marco who is actually called a "fool" because "You'll *never* catch fish In McElligot's Pool!" Then the farmer launches into all the reasons why the boy will not be able to catch any fish.

For the rest of the book, Marco spins an imaginative tale about what's really at the bottom of this pool and the wealth of possibilities connected to the sea loaded with fish. He concludes,

“Oh, the sea is so full of a number of fish,  
If a fellow is patient, he might get his wish!  
And that's why I think  
That I'm not such a fool  
When I sit here and fish  
In McElligot's Pool!”<sup>1</sup>

From those early days, the dreams and spirit of imagination were stirred in my own life. They set me on a path to publishing which I continue walking down today. Over the years, I've fulfilled many roles within the publishing community: newspaper reporter, newspaper editor, magazine writer, magazine editor, editorial director, book author, book acquisitions editor, literary agent, publisher and online information marketer—someone who sells online information. The particular role is fluid and changes from day to day and sometimes I handle several different roles during a single 24-hour period.

## How to Make the Best Use of This Book

Are you reading this book because you dream of being published and seeing your name in print? Or maybe you have been writing for a while and are looking for new opportunities to practice the craft of writing. One of the wonderful aspects of the writing world is that you don't have to be pigeonholed into a single discipline or area of the market. I know firsthand there are some advantages to specialization and developing an

expertise in a particular niche. Yet at the same time, if you are receiving rejections in one area, you aren't stuck in that arena. With the fluid skill of a writer, you can easily adapt and move into another sector of the marketplace.

Through the pages of *Jumpstart Your Publishing Dreams*, I'm giving you a window into my own experiences in this market, combined with my practical how-to write information about the writing world. I recommend you read this book at least twice. In the first reading, look for new areas of the market that you can explore and practical tips you can immediately apply to your writing. Use a highlighter and mark those pages for additional study. Or use a series of Post-it® flags to mark different pages, and then during your second or third reading you can easily return to these pages.

Several years ago, my first how-to-write book, *Book Proposals That Sell*, appeared on the market. It's been gratifying and humbling to have people carry their copies of this book across the country to a conference where we meet face-to-face. They pull out these dog-eared and yellow highlighted copies and hand them to me so I can write a few words along with my name. Each time, I gratefully sign the book and return it to them. Yet inside, my mind asks the question, "Can I exchange this dog-eared book for a brand new copy? I'd even give them \$20 for that much-worn book that I could take back to my office." Why?

Writing is a solitary experience. I sit at my computer and create words and stories. Inside I have the same insecurities as the next person, and that well-worn copy of my book which has served another person so well would provide me a constant reminder of the study and care that other people give these words.

This book is for you—the person who wants to be published or grow in your writing craft. Whenever I read a how-to-write



book, I'm looking for one or two fresh ideas I can apply to my writing life. If I find those ideas, then I consider the book a success because I've grown and profited from someone else's experiences. My desire is for your writing to thrive and move into a higher gear after you read these pages.

Repeatedly in this book, I point to the writing of others as I know my work stands on the shoulders of what I've learned from other writers. If you gain from these pages, please pay that gain forward through helping others.

## The Value of Getting Published

On the surface, the path to publishing might not show you the diversity and range of possibilities for your writing. From speaking to hundreds of writers, I find many of them are focused on a particular area of writing such as writing a novel or a children's book. They haven't understood the value of learning good storytelling and communication skills that are relevant and useful for many different areas of writing. Because these writers are focused on a small niche area of publishing, it's almost like they are wearing blinders and can't see any other possibilities. In this section, I want to challenge you to remove your blinders and see the wealth of possible application for your writing within the publishing community. While each area of publishing has its own specific requirements, good writing and storytelling skills can be used in multiple areas to strengthen your overall career.

For example, you may want to write a book and have done a little exploration but the only companies who have responded to your questions are the publishers who want *you* to pay *them* to get your book into print. These companies are called self-publishers. Instead, you are looking for a traditional publisher who will pay you an advance, then print and distribute your

book. Yet because you have no background in book publishing, you don't understand that 90 percent of nonfiction books are contracted from a book proposal and a few sample chapters, rather than a complete book manuscript. Without this critical detail, you have focused on writing a full-length book manuscript. Then you discover it may take you 12 months to find a literary agent who has to locate the right publisher. Then you learn it will take a longer-than-expected span of time for this publisher to release your book—normally 12 to 24 months *after* you turn in your manuscript. To a beginning writer, this realistic and practical publishing timeframe isn't evident on the surface.

Also, writers don't understand they can gain valuable training, experience, and exposure through writing magazine articles. From idea to assignment to publication with a printed magazine can be four to six months—a much shorter timeframe than books. Every editor is actively looking for writers who can communicate—whether they are a newsletter editor, an online editor, a magazine editor, a book editor or anyone else who has the title “editor.” As a young magazine editor, I quickly learned I had to do less editorial work and could have greater confidence in assigning an article to a published author than an unpublished author. I read the ideas and considered giving the assignment to the unpublished author but their chances dramatically improved with any type of publishing experience.

Magazine and newspaper writers learn valuable skills that help their success with a longer project such as a book. These writers learn to write for a specific audience or publication and to write within a specific word length. Also through the writing process, they learn the value of a focused headline or title and relevant subheads scattered throughout the article, as well as hooking the reader with a tightly written opening. Then they continue to feed information to the reader as they structure

their writing, and conclude the article with a focused point called a “takeaway.” These writers also learn the importance of meeting a specific deadline (or a better way to stand out with the editor is to complete their assignment *before* the deadline). In addition, writers can learn the skill of rewriting and following an editor’s direction. Sometimes your article will be “almost there” but not quite. Can you follow the editor’s directions and complete the assignment to their satisfaction? It’s much easier to learn about this process on a 1200-word magazine article than a 50,000-word book project.

Finally, these writers built trusted relationships with their editors—newspaper and magazine. Many of the editors I’ve worked with have moved up to higher paying publications or have become book editors or editorial directors. The seeds of my relationship with them were planted through my magazine writing. As a new writer you need to understand the necessity of building these lasting relationships.



"Moses, this chapter outline is really impressive."

## Be Open to a World of Writing Possibilities

For a moment, let's explore a few of your options. Writing can take hundreds of different directions. The following is a partial list of some of the possibilities you may attempt. Each of us has different gifts and abilities. Your talents may shine in devotional writing while mine lie in nonfiction. One of the keys is to understand the broad range of possibilities and not to be focused on a single type of writing. For example, many people want to write books and simply ignore the magazine market which is far easier for the beginning writer and will reach more people than most books ever will. If you're stalled with your writing, consider a new direction. I'd encourage you to read the following list from time to time and see if you can open a new opportunity for your writing.

### Advertising, Copywriting, and Public Relations

- Advertising copywriting
- Book jacket copywriting
- Campaign development or product launch
- Catalog copywriting
- Direct-mail copywriting
- Email ad copywriting
- Event promotions/publicity
- Fund-raising campaign brochure
- Political campaigns, public relations
- Press kits
- Press/news release
- Public relations for businesses
- Public relations for government
- Public relations for organizations or nonprofits
- Public relations for schools or libraries
- Speechwriting

## Audiovisuals and Electronic Communications

Copyediting audiovisual  
Business film scripts (training and information)  
Educational/training film scripts  
Corporate product film  
Movie novelization  
Radio editorials  
Radio interviews  
Radio commercials/public service announcements  
Script synopsis for business  
Screenwriting (original screenplays)  
Script synopsis for agent or film producer  
Scripts for nontheatrical films for education, business,  
industry  
TV news story/feature  
TV scripts  
TV commercials/ Public Service Announcements

## Book Publishing

Abstracting and abridging  
Anthology editing  
Book proposal consultation  
Book proposal writing  
Book query critique  
Book query writing  
Children's book writing  
Content editing (scholarly)  
Content editing (trade)  
Copyediting  
Fiction book writing  
Ghostwriting, as told to  
Ghostwriting, no credit  
Indexing

Manuscript evaluation and critique

Nonfiction book writing

Nonfiction book collaborative

Novel synopsis

Proofreading

Translation

Work for hire

## Business Writing

Annual reports

Writing for associations or organizations

Brochures, fliers, booklets for business

Business letters

Business plan

Catalogs for business

Corporate histories

Corporate periodicals

Ghostwriting for business (trade magazines or business columns)

Government writing

Grant proposal writing for nonprofits

Newsletters

## Computer, Scientific, and Technical Writing

Computer-related manual writing

Email copywriting

Medical and science writing

Technical writing

Web page writing

## Editorial/Design Packages

Greeting card ideas

Photo brochures

Educational and Literary Services

Educational consulting and designing courses for business or adult education

Educational grant and proposal writing

Writing for scholarly journals

## Magazines and Trade Journals

Arts reviewing

Book reviews

Copyediting

Ghostwriting articles

Consumer magazine column

Consumer magazine feature articles

Trade journal column

Trade journal feature articles

## Newspaper Writing

Arts reviewing

Book reviews

Column, local

Feature articles

Syndicated column, self-promoted

## Miscellaneous Writing

Comedy writing for entertainers

Comic book or strip writing

Craft projects with instructions

Encyclopedia articles

Family histories

Gag writing for cartoonists

Institutional (school or church) history

Original prose story for comic book

Playwriting for the stage

Resumes

## The Beginning of My Own Journey

Your journey to publication will be completely different from my experience. It will at times startle and surprise you. The writing business is a strange mixture of creative combined with practical “how-to” skills. These pages are signposts, and every step may not be critical for you. For example, you may not care about writing children’s books or short stories, yet I would encourage you to read and explore that chapter. If you try it and it fits your writing style, it may be the key to expanding your writing world and I’d hate for you to miss it.

David Smith loved language and ignited an excitement in his English teaching at Peru High School in Peru, Indiana during the late 1960s. Of modest height with receding sandy hair and a bug-eyed appearance, Mr. Smith loved his students and reached out to challenge them. As the faculty supervisor for the school newspaper, Mr. Smith was always on the lookout for new talent to add to the staff. Thus he was excited when a gangly sophomore who had recently transferred from Towson, Maryland, caught Mr. Smith’s attention with one of his written assignments.

One day after class, Mr. Smith pulled that teenager aside and said, “Terry, I think you would make a great addition to our newspaper writing staff. I’d like to invite you to our next staff meeting on Wednesday after school. Can you come?” At that point in the school year I had made few friends so I was flattered with his invitation. Another classmate, Jeff Reece, and I became the two sportswriters on the staff. Throughout the school year, I attended various sports events, collected sports



data, and started interviewing people. Those first days on the staff newspaper introduced me to the writing world and the thrill of writing something for other people to read in print. Mr. Smith's simple invitation sent my life on a different career path and awakened my dreams of publishing. My writing became more than a dream; now it was rooted in practical experience and repeated opportunities to practice my craft.

The events in your experience will be distinct from mine, yet are equally important. There are vast opportunities in the publishing world for anyone willing to follow the steps to speed up their success. Welcome to an imperfect process. I'm excited about how the events will come together for your journey. In the next chapter, I will help you plan those first steps. When you are ready, turn the page and let's get started.

## Two Sections to Help You Grow

Each chapter of *Jumpstart Your Publishing Dreams* includes two personal application sections. **Dig Deeper** provides a series of additional resources such as books and Internet sites, while **Awaken Your Dreams** asks a series of self-evaluation questions to help you make personal use of that chapter's material.

## Dig Deeper

I created the Right-Writing.com Web site with the singular purpose of helping writers explore different types of writing. It contains thousands of pages of practical how-to information from different authors. Go to [www.right-writing.com](http://www.right-writing.com) and explore each of the sections in the left-hand column. Plan to read a certain number of articles each day until you complete the entire site.

Also make sure you subscribe to the free newsletter as, by doing so, you will gain access to over 400 pages of additional how-to-write information available only to subscribers.

## Awaken Your Dreams

1. Where are you in the writing journey? How would you categorize your writing experience? Beginner? Intermediate? Professional?
2. Jot down three goals for your writing, then take a moment and think about the size and scope of these goals. Are they big enough? The co-creator of *Chicken Soup for the Soul*, Mark Victor Hansen, encourages writers to set something that he calls Big Hairy Goals. On the surface, these goals may seem impossible but you want to stretch your imagination and possibilities. Create a Big Hairy Goal for your writing and put it on a note card you can carry with you in your wallet or purse, or put it someplace you will see it each day such as on your bathroom mirror. Each day focus on this Big Hairy Goal and how you can continually move forward to accomplish it.

# ABOUT THE AUTHOR



W. Terry Whalin is an acquisitions editor at Morgan James Publishing. For seven years, he was a book acquisitions editor at Howard Books, an imprint of Simon and Schuster and David C. Cook and he also ran his own literary agency for a couple of years. Terry's nonfiction writing has appeared in magazines like *Christianity Today*, *Writer's Digest*, *The Writer* and more than 50 other publications. Terry is an active member of The American Society of Journalists and Authors, which is the leading nonfiction writers group in the United States. He has written more than 60 nonfiction books including *Book Proposals That Sell: 21 Secrets To Speed Your Success*. To encourage writers of nonfiction and fiction, Terry is the creator of Right-Writing.com at: [www.right-writing.com](http://www.right-writing.com). Also his blog about the writing life at: [www.thewritinglife.ws](http://www.thewritinglife.ws) includes over 1,200 searchable entries. Terry and his wife, Christine, live in Colorado.

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Eight top editors and literary agents from a diverse spectrum in publishing tell you what attracted them to a particular proposal. Immediately download this valuable teleseminar.

*fi*

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# Do you dream of being a Published Author?

In today's competitive marketplace, to get published, you need three elements. First, you need the insider knowledge about how book editors, magazine editors and literary agents work. If you don't understand their needs, then you will never be able to meet their expectations. Second, you need the skills to provide these publishing professionals with what they need. Finally, you need to bring strong storytelling to your writing. These pages provide step-by-step guidance on each of these essentials.

"I can't think of a better person to guide aspiring writers through the publishing world. His advice is practical, direct and easy to follow."

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John Howard, Publisher, Howard Books, a division of Simon & Schuster



W. TERRY WHALIN is an acquisitions editor with Morgan James Publishing. A former literary agent and acquisitions editor for two other publishers, Terry has published in more than 50 magazines and written more than 60 books. He is the creator of [www.Right-Writing.com](http://www.Right-Writing.com) and [www.TheWritingLife.ws](http://www.TheWritingLife.ws). A popular speaker at conferences, Terry and his wife, Christine, live in Colorado.



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