

Sam Horn's 2-day Book Camps

Chicago, IL - July 26-27
Orlando, FL - November 15-16

"It is never too late to become who you might have been." – George Eliot

Have you always wanted to write a book and just haven't had the time to make it happen?

One of the most important things I've learned in my 15 years with the Maui Writers Conference is that books are more than pages with words on them.

Books are *catalysts*.

Catalysts for meeting people you'd never meet otherwise.

Catalysts for setting events in motion that would never happen otherwise.

Catalysts for connections and opportunities that will exceed your wildest expectations.

I have had the privilege of helping hundreds of people crystallize, shape, strategize, write, and finish their books.

In all that time, **I have never met one person who was sorry s/he wrote their book . . . I have only met people who were sorry they didn't write it sooner.**

The premise of my Book Camp is that ***books in your head help no one.***

If you're ready to get your book out of your head and into the world where it can make a positive difference for others and a profitable living for you, you're invited to join me for an intensive weekend that is dedicated to helping you turn your dream into a written reality.

What Can I Accomplish in Two Days?

"Organization is what you do before you do it so when you do it, it's not all messed up." - Winnie the Pooh

If you're like many people, you've started, stopped, and re-started your book many times. You probably have a drawer or file folder full of scribbled notes. You may even have a box overflowing with clipped out articles, post-its, and random observations you've accumulated over the years.

What I've found is **that collection of material is actually blocking your progress.** Just thinking about how long it would take to organize all that stuff drains your energy.

My premise is that **to get out of inertia – to get to the place where the words are flowing out of your head so fast your fingers can hardly keep up -- takes clarity.** Clarity about your topic. Clarity about your target audience. Clarity about your strategic purpose – what you want your book to achieve for you.

So, that's where we start. I have a series of thought-provoking questions that help you crystallize what it is you want to write about . . . and why. What is it that jazzes you about this topic? Why do you feel so passionately about it? What story do you desperately want to tell? What wrong do you want to right (write?)

Our goal during this portion of the retreat is to help you crystallize a book idea that meets **The Three C's of an Energizing, Profitable Project**. When people are frustrated by "writers block," it's often because they haven't met these criteria.

- **Congruent:** Your title, topic, and approach must be in alignment with your voice, values, and vision. Ultimately, this has to be a book about something *you* care about and want to write about – not a book that is a reluctant intellectual exercise because someone has said you *should* write a book.
- **Compelling:** It's not enough for you to think this subject is interesting and important. Busy people and decision-makers must find it sufficiently interesting and important to notice it, buy it and read it. How does your book stop people in their tracks and capture and keep their attention?
- **Commercially Viable:** Our goal isn't just to write a quality book, it's to write a quality book that *sells*. Why will this book break out in a crowded marketplace? What are you saying that will drive media buzz, word-of-mouth and word-of-mouth sales, speaking opportunities, etc.? What is your strategic purpose for this project and how will it generate tangible desired results?

Will I Finish My Book in This Weekend?

"I think I did pretty good, considering I started with nothing but a bunch of blank paper." - Steve Martin

I do *not* promise you will finish your book over the weekend. In my opinion, it's not possible to produce a quality book in 2 or 3 days.

I do promise you will receive specific suggestions that help you 1) clarify what you want to write about, 2) craft and format content that makes your project more compelling and commercially viable, and 3) make tangible progress on your book.

I also promise a **fun weekend in which you get to meet, and receive constructive feedback on your work from, like-minded souls**. Simply stated, immersing yourself in the creative process while taking action on a long-postponed goal is a joyful, rewarding experience. All in a home overlooking Lake Thoreau (really!)

As Wallis Zbitnew, a participant in another of my weekend programs said, "Was it a worthwhile weekend? Was it a worthwhile weekend!!! Sam, you are truly the eighth wonder of the world. You are true, you are real, you are kind and you are generous. God Bless You for caring about each one of us so beautifully."

Will I Spend Time Writing?

"Inspiration usually comes during work, not before it." - Madelaine L'Engle

You'll have several opportunities throughout the weekend to put pen to paper (or fingers to keys.) Feel free to bring your laptop if that's how you prefer to take notes and compose. There's no substitute for the real thing. You'll have a chance to draft and polish copy and read it to others and hear their supportive suggestions on how it could be even stronger.

You'll discover how to clarify (there's that word again) which format best suits your material. Short self-contained vignette chapters ala *Chicken Soup for the Soul*? A traditional step-by-step how-to? A

business parable?

You'll **develop your Table of Contents and start filling it in with first-person stories, specific suggestions, incisive insights, and a variety of real-life examples appropriate to each chapter.** If you already have a rough outline or draft of your manuscript, you'll have an opportunity to craft your copy and take it to the next level.

Will We Talk About Agents and Editors and Self-Publishing?

"If you wait to write a book, you're not a writer, you're a waiter." - Dan Poynter

You will work through a decision matrix that can help you decide whether it's in your best interest to self-publish or to try to get a deal with an agent and major publisher.

I might as well tell you how I feel about this complex issue right now.

Why not pursue both paths simultaneously? It is increasingly difficult to get a deal with a New York publisher, and it usually takes a minimum of a year for your book to come out once (if) you sign a contract. Yet, there is still quite a cache' attached with being published by "a" Random House or one of the other major New York publishers, and they do get your book distributed and displayed in bookstores.

I will help you **develop a two page ATM proposal that you can pitch to agents and editors to see if they're interested.** What's an ATM proposal? (You'll learn about that in the retreat. This is a proprietary document I've developed based on what I've learned in 15 years of working with the Maui Writers Conference and hearing what works and what doesn't from some of the top agents and editors in the business.)

In essence, it can be a waste of your time to prepare a comprehensive, 60 – 90 page book proposal that has chapter-by-chapter outlines, etc. Many agents get one hundred proposals a week *on top* of their current client load. They don't have time to read those lengthy proposals. They put them aside and get to them once every month or two, giving them a few minutes perusal at best.

Why put yourself in limbo and *wait* to hear if an agent or editor likes your project? **Why not craft a concise, compelling two- page proposal that gets agents and editors interested in your project because it tells them exactly what they need to know to make a decision?**

That's what you'll do in this retreat. Even if you're certain that you want to self-publish, this exercise will help you develop a pitch for your project that will help attract interest from meeting planners, TV, radio and print media, bloggers, etc.

What If I Don't Have a Title or Topic Yet?

"It don't mean a thing if it don't got that swing." - Duke Ellington

If you have several books in your head and can't figure out which to do first, you definitely should attend this retreat. If you have been trying to come up with the perfect name for your book and nothing has POP!d, then it will be to your benefit to join us Chicago, IL - July 26-27 and/or November 15-16, in Orlando, FL

Many of you already know about my **POP! Stand Out in Any Crowd** book that's been endorsed by best-selling authors Ken Blanchard, Jeffrey Gitomer, Mark Sanborn, and Seth Godin who said, "A third of the way through this book, you'll be begging to hire Sam Horn as your consultant."

In addition to helping people crystallize projects that fulfill The Three C's of an Energizing, Profitable

Book, this is what I specialize in. I seem to have a gift (and believe me, I'm grateful for it) to help people come up with just the right title that makes their project sing (or swing!) essentially **POP!**

For example, Julie Jansen, career counselor and author of *"I Don't Know What I Want, But I Know It's Not This!"* says, "**Sam Horn is a creative genius with words, phrases, and titles.** She also knows what grabs people and what sells! Sam is a must for any author who needs an inventive breath of fresh air."

You're probably familiar with the book on punctuation (!) that became an international bestseller because of its clever title. Kudos to British journalist Lynn Truss for understanding that the public wasn't nearly as passionate about her topic as she was. She used a punch-line from a joke to come up with a title, *Eats, Shoots, and Leave,s* that helped her book get noticed instead of ignored. That's our goal for your book – to come up with a title that helps it break out instead of blend in.

Sounds Good, But How Can I Be Sure This Weekend Will Be Worthwhile?

"All the beautiful sentiments in the world weigh less than a single lovely action." - James Russell Lowell

I understand **you want to trust this will be a good investment of your time, money, and effort.** All I can say is that I'm in the Acknowledgements of hundreds of books, thanked by grateful authors who say, "I couldn't have done it without you."

Here's just a sampling of feedback from people who have found our work together valuable.

Kay Cannon, 2007 International Coach Federation President, says, "When it comes to working with people, I'm tough to please. **Sam has the rare ability to help you find the hidden genius buried within your thoughts, shape this into a compelling message and deliver it in an eye-catching package.** Working with Sam dramatically expanded the focus and purpose of my work."

"I had been struggling with my conclusion for three days, and you looked at it and solved everything in two minutes. The lights came on and the band started playing. **Your ability to see a problem and fix it is far keener than any editor I've ever seen. You are brilliant.**" - 4 time Pulitzer nominee, Fawn Germer, *Hard Won Wisdom*

"My deepest thanks to my writing mentor, editor, and constant cheerleader. **Sam Horn is an author's dream co-creator.** Her hands, heart and voice permeate and enliven this book." - Doug Stevenson, *creator of Story Theater and author of Never Be Boring Again*

Are you ready to become an author in 2008?

Detailed agenda and recommended assignments will be given in advance. Please note: these are not mandatory, however answering these questions and completing the preparatory work beforehand will help you make the most of our time together.

Still have Questions?

Contact: Jill Anderson

East Coast Operations Manager for Sam Horn **703-232-9757, or Jill@SamHorn.com** A complete agenda of the Book Camp with detailed logistics including directions will be sent upon registration.

Application for **Sam Horn's 2-Day Book Camps**

The 2-Day camp will be held:
July 26-27 Chicago, IL
November 15-16, in Orlando, FL

Saturday . . . Hands-on Workshop . . . 9 am – 5 pm

Sunday . . . Hands-on Workshop . . . 9 am – 3 pm

Two fun-filled, productive days working with the Master creativity consultant, Sam Horn only \$1800.

Two ways to register

- 1) Through our secure, online payment center
- 2) Print hard copy registration form below and then either mail to Cheri Grimm at
PO Box 6810 Los Osos California 93412 or Fax to (805) 528-2581

_____ Yes, I would like to participate in **Sam Horn's Book Camp July 26-27 Chicago, IL**
My contact information is below along with my preferred payment method.

_____ Yes, I would like to participate in **Sam Horn's Sam Horn's Book Camp
November 15-16 Orlando, FL**, My contact information is below along with my
preferred payment method.

_____ I am unable to schedule attend the scheduled Book Camps however please notify
me of future camps and events.

Name _____

Company _____

Address _____

City, State, Zip _____

Phone Number _____ Fax Number _____

E-mail _____

Payment Option A: Check _____ (please make your check for \$1800 payable to Action Seminars)

Payment Option B: _____ Please charge the entire amount of \$1800 to my credit card below now.

Credit card # _____

Exp. date _____

Signature _____

Please note: In case of an emergency, please make your refund request in writing. We will be glad to give a refund (minus a \$100 processing fee), up to one week before the Book Camp. After that time, a credit will be issued for the amount paid which can be used towards any of Sam Horns programs or products for up to 18 months.