

The BK Authors Cooperative is a unique community of authors who share the Berrett-Koehler vision of creating a world that works for all. The goals of Cooperative members are to support each other, connect ideas to action, share dreams and practical dilemmas, and learn with and from each other.

The Cooperative is now offering Mentoring Moments, a service that connects established BK authors to other new or experienced authors who would like help or guidance. Cooperative members have compiled a menu of mini-mentoring topics designed to help you, no matter where you are in the publishing process. Topics include everything from writing with a partner or working with a copy editor, to selling your book at speaking engagements, to creating new business opportunities.

After you peruse the menu of offerings and find a topic you might find useful, please contact the appropriate author to arrange your moment. If you have questions or would like assistance in contacting a mentor, please contact Maren Showkeir at [mshowkeir@authenticconversations.com](mailto:mshowkeir@authenticconversations.com) or Bill Treasurer at [btreasurer@giantleap-consulting.com](mailto:btreasurer@giantleap-consulting.com).

## Mentoring Moments Menu

### **Should I Hire a Publicist?**

What are the questions I need to ask myself and others about hiring a publicist? What kind of publicists are there? What are the pros and cons? Who do other BK authors use? What is involved in publicizing a book? Doesn't the Publisher do this? Let's ask these questions and discuss what works best for your book and you.  
Mentors: Emily Axelrod, Sharon Jordan-Evans, Maren and/or Jamie Showkeir, Bill Treasurer

### **Use a Brain Trust** (a group of really smart people) to Help You Create a Bestseller

Use a diverse group of smart people to help you write your book. I'll describe the dozen or so steps we used and how we tapped our brain trust throughout the process. Our book became a bestseller (over 1/2 million copies so far) and I believe it's in large part because of this approach.  
Mentor: Sharon Jordan-Evans

### **Co-Authoring for Success**

Tips on how to successfully write a book with at least one other individual, including with your life partner. You want to go through the process and find it was a bonding – not separating – experience!  
Mentors: Dana Robinson, Jamie & Maren Showkeir

### **Write a How-To Book**

Authoring a book that will be in the 'how-to' format. There are many lessons learned regarding what to include, how to format, what not to include that make this type of book successful.  
Mentor: Dana Robinson

### **Merging Your Book and Your Business**

How to use the book to market and sell consulting and skill building services of your business. Many authors have a consulting business that is yielding the research and content for a book. In this way, the business is helping to create the book. Once the book is published, there are many techniques that can be used where the book can be used to promote the business. This moment may also address using your book to create speaking engagements, and creating products related to your book.  
Mentors: Dana Robinson, Sharon Jordan-Evans, Jamie Showkeir, Bill Treasurer, Carol Kinsey Goman

### **Be Your Own Best Marketer**

Once a book is launched, there are many techniques that can be used to market the book that will result in greater short-term and long-term sales. These are techniques the author can use and are in addition to marketing that is done by BK.

Mentor: Dana Robinson, Cindy Ventrice

### **Building Your Own Book Website** (for Mac users only)

Can't afford to hire a web designer? With minimal investment in software, some time and patience, you can build your own and manage it yourself, including building a database for email marketing, blogging, and more.

Mentor: Maren Showkeir

### **Write to Express, Not to Impress**

Why use a \$25 word when a \$5 word will do? Make your writing more accessible through a few simple writing techniques.

Mentor: Maren Showkeir

### **Show Me, Don't Tell Me: Punching up Your Writing**

Using anecdotes, active voice, strong verbs, and vivid detail to hook readers. Making sure you're always answering the question, "Why should anyone care?"

Mentor: Maren Showkeir

### **Working With Your Copyeditor**

The copyeditor is your friend, but it can be hard when someone starts messing with your golden prose. Tips for knowing when to listen to the copyeditor and when to take a stand to preserve your meaning and "voice."

Mentor: Maren Showkeir

### **What You Need to Know About Forewords**

Should you include one? Whom should you approach to write one? How can you make a foreword work for your book?

Mentor: Bill Treasurer

### **Three Key Questions Your Book Needs to Answer**

1) Who Cares? Who is your market and why do they care about your subject? 2) What's New? What is new or unique about your message? 3) Why You? What qualifies you to write on your subject?

Mentor: Bill Treasurer

### **Prepare for Your Author Day**

The BK author day is a wonderful part of your book creation process, but what is it really all about? What questions should you ask? What should you be prepared to tell? What are your objectives for the day? And what should you do during your lunch presentation? I will offer tips and guidance to make the most of your author day.

Mentor: Noah Blumenthal

### **How to Get Other People to Talk About Your Book For You**

Wouldn't it be great to get the whole world talking about your book? Learn viral marketing strategies that increase awareness of your book and work by 1000-fold, or more than you could ever do on your own!

Mentor: Jake Jacobs

### **Your Book--an e-Ticket Ride**

The real joy of publishing is the doors that will open for you. A mentor told me I was about to embark on a journey I could hardly imagine so please sit back and enjoy the ride. That is what I have done and I would like to share my experience with others. Doors have opened, opportunities have come along, and experiences I could not imagine have unfolded. Identity, experience, travel, and profound gratitude. I would like to share.

Mentor: Stewart Levine