



"How to Write a Successful Self-Help or Business Book"

General Overview:

An intensive 2-day how to successfully outline, write, publish, market and sell your very own successful self-help or business book from "beginning to end". The focus of this seminar is to outline and write a book that has a clear process and multiple product spin-off potential. Here's where you will learn how and why to write and publish your self-help or business book the "Right Way."

This seminar does not teach or specialize in producing fluff or motivational / inspirational coloring books.

If you're looking to write and publish a self-help or business book that will sell for years to come after you publish it — then Ty is looking forward to having you as an eager participant in his *"How to Write and Self-Publish a Successful Self-Help or Business Book."*

NOTE: Enrollment is limited to 10 participants due to the amount of detail and personal attention necessary for this seminar to be a great success.

Key Topics Covered:

- The seven simple, but necessary, parts of a great self-help or business book
- How to come up with a title and sub-title that sells
- How to ensure your book has substance
- Why it's important to do your book "RIGHT" the first time
- The Pro's & Con's on Seeking a Publisher vs. Self-Publishing
- Discover the benefits of having an awesome book cover and interior design / layout
- Discover the 10 common mistakes many authors make
- How to outline your book from beginning to end
- How to find a book distributor or wholesaler that fits your book subject
- How to get your book in the bookstores and the online bookstores too
- Why it's important for you to develop a book media press kit for your book
- How to work effectively with your editor and graphic designers
- How to buy your own ISBN numbers
- How to complete and submit your published book to the U.S. Copyright Office
- How to put together a sound marketing plan to sell truck loads of your book
- **and much, much more!**

Class Size:	3-10 (Please note that we can increase the class size for private seminars.)
Length:	2 Days
Time:	9:30 a.m. - 4:30 p.m.

On-Site Customer Service Training: can be tailored to the needs of client organization and delivered on-site at time and location of client choice.

Dates & Locations:
Pick a date to Register

Year 2008

Sep 18-19 Baltimore, MD

Year 2009

Jan 16-17 Baltimore, MD

May 14-15 Baltimore, MD

Who Should Attend?

- Aspiring professional motivational speakers or professional motivational speakers with 6 years or less experience in the profession.

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Toll Free Phone: 1-800-385-3177 Ext. 2 • Fax: (410) 510-1578



Registration Terms & Conditions

Group Registration: Our Value Program is designed for organizations that have staff in multiple locations, cannot have an entire team out of the office at once, or lack the facilities for training sessions on-site. It allows organizations to purchase blocks of training days for any of our scheduled public seminars at a discounted rate for groups of five (5) or more. Please call us toll free for more details 1-800-385-3177 Ext. 2.

Registration and Fees: Enrollment fees includes admission, program materials and refreshment breaks. Breakfast, lunch or dinner is not provided or paid for by InspiraGen Institute Inc., Ty Howard Seminars™ or the seminar leader(s). Prices are subject to change without notification. Payment (US Dollars ONLY) may accompany this registration or is due upon receipt of the invoice. Enrollment is ultimately secured upon receipt of full payment.

Seminar Locations: We make every attempt to secure seminar locations approximately 60 days in advance. Ty Howard Seminars™ reserves the right to make changes to seminar locations if circumstances require. Registrants will receive a seminar confirmation letter with full details 3-5 weeks prior to seminar date.

Accessibility: If you have special needs, please notify us 4 weeks prior to the seminar so we may coordinate assistance.

Cancellation Policy: If you register and find you are unable to attend, we encourage you to send a colleague in your place. You may transfer to another seminar once at no additional charge if you notify us up to 10 business days prior to the seminar. Additional transfers and transfers made within 10 business days of the seminar date are subject to a \$75 processing fee. A refund will be granted, less a \$75 processing fee, if written cancellation is received up to 10 business days prior to the seminar. Your refund will be issued back to you within 30 days after the seminar date you originally registered for. Registrants who do not cancel in advance and who do not attend are responsible for the entire enrollment fee. Ty Howard Seminars™ and InspiraGen Institute, Inc. reserves the right to cancel any seminar and should it do so, its liability is limited to the return of the enrollment fee.

The authorizing person of this seminar registration is to sign and date below, to acknowledge that you have read, understand and agree to the terms and conditions on page 3 of this 3 page seminar registration brochure.

Authorizing signature: _____ Date: _____

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