

Let the co-creators of **“Chicken Soup for the Soul”**
Show You How They Sold Over 70 Million Books!

How to Create a Bestselling Book

Mark Victor Hansen

Author, Speaker and Marketing Maven
Co-Creator *Chicken Soup for the Soul* Series and the forthcoming book, *One Minute Millionaire*, with Robert G. Allen



Together, Mark Victor Hansen and Jack Canfield, created the *Chicken Soup for the Soul* series and turned it into one of the most successful publishing franchises in America today. Mark will personally walk you through every marketing strategy and concept he used to launch their phenomenal publishing success and make millions in the publishing field. He will show you how to maintain the mind-set, motivation and action-oriented posture necessary to sell millions of books. He's done it – 70 times over – and will reveal his best secrets to you. His latest book, with Robert Allen, *The One Minute Millionaire*, is well on it's way to 1,000,000 in sales PRE-PUBLICATION! He promises to share their innovative strategy with you and open your mind to your possibilities. For you not to glean dozens of publishing secrets from this man is a virtual impossibility!

Jillian Manus

Literary Agent

Her company is a national firm representing independent authors for over 14 years from offices in both New York and the San Francisco area. Her agencies, and her clients, benefit from her broad, extensive career in the publishing media industry. As a result, Jillian sells a significant portion of her clients' work into the television and feature film market often resulting in six and seven figure contracts. Jillian knows the business – and she'll teach you how to make your way through the maze of the publishing industry to find the right agent, for the right reasons and for the largest possible income.



Join Mark Victor Hansen, one of the most acclaimed speakers and authors of our time, and his team of industry experts, at a powerful and strategy-filled marketing conference. Together, these experts know more about building an explosively successful writing and publishing empire than any other group on the planet!

Friday, May 3, 2002

8:00 am – 4:00 pm

Room 1E11

Jacob K. Javits Center, NYC

**Co-Sponsored by
BookExpo America**

Marketing – Publicity Promotion – Contracts

- **How to think like an entrepreneur, not a writer**
- **The 33 Best-selling “Soup Strategies”**
- **Unconventional marketing & outrageous promotions**
- **Creating a Brand**
- **How to stay motivated, just when you want to give up**
- **The 90/10 rule of book marketing**
- **10 greatest secrets to getting free publicity**
- **How to be on tour without going on the road**
- **Securing publicity without a big budget or PR firm**
- **Discover the most powerful media in America**
- **Big ideas on a small budget**
- **How to package your book so that it gets attention**
- **How to create an absolutely irresistible book proposal**
- **7 secrets to getting publishers fighting over your book proposal**
- **How to find the right agent**
- **Organizing your manuscript**
- **Creating lucrative agent/author relationships**



Robert G. Allen

Author *Nothing Down, Creating Wealth, Multiple Streams of Income* and the forthcoming, *Multiple Streams of Internet Income*

His first book, *Nothing Down*, sold over 1,250,000 copies – becoming the largest-selling real estate investment book in history. His second book, *Creating Wealth*, was also a New York Times bestseller with over 1,000,000 copies in print. The very first publishing house that looked at it – Simon and Schuster, accepted *Nothing Down*. Almost without knowing what he was doing, he stumbled across an almost foolproof way to get publishers to pay attention. It has worked for him ever since – with 3 other major publishers. Allen will show you how to package your book so that it gets ATTENTION and how to get your proposal accepted quickly and easily.

Rick Frishman

President of Planned Television Arts



PTA is the oldest and largest book publicity firm in the country.

Among the specialties of PTA are promotional efforts for authors, including satellite, radio and traditional promotional tours. While overseeing PTA's success Rick has remained one of the most powerful and energetic publicists in the media industry. He continues to work with many of the top editors, agents and publishers in America including Simon and Schuster, Random House, Harper Collins, Pocket Books, Penguin Putnam, and Hyperion Books. He is the co-author of *GUERRILLA MARKETING FOR WRITERS: 100 Weapons for Selling Your Work* with Jay Conrad Levinson and literary agent Michael Larsen.

Investment: \$197. To register for this conference, please use MVH on the registration form on the back cover, or call 203-840-5614, or register on the website at www.bookexpoamerica.com