



**Coach for Writers**

## Writing, Publishing & Marketing High-Quality Books That Sell

Approximately 300,000 new titles and editions are printed in the U.S. every year, but only a fraction of these books become national bestsellers or even make five-figure sales. So, while many authors are missing out on their dreams of having wealth and leaving legacies, Writing Coach **N. Kali Mincy** is giving authors the tools and the team to write, publish and market high-quality books that sell.

Book **N. Kali Mincy** today. Let her give listeners inside tips and simple, proven steps to publishing success.

### Suggested Discussion Topics

- Saving & Earning During a Depression: Smart Ways to Spend Publishing Dollars in a Tough Economy
- How Much Attention Do You Need: Marketing Strategies for Reaching Bestseller Status
- Bringing Dead Books to Life Through Repurposing & Repackaging
- Straight From the Editor's Mouth: 7 Tips That Will Boost Book Sales
- From the Ground Up: How to Build a High-Quality Book That Sells

**Writing Coach N. Kali Mincy** is former Senior Editor and Public Relations Manager for Long & Silverman Publishing. Among her clients today are authors who are national bestsellers, translated around the world, and featured in *Forbes* and *Black Enterprise*. Kali tours the globe as a speaker and panelist year-round, sharing platforms with leading writers and book marketers. She offers over two dozen publishing-related programs, workshops and services.

### Suggested Questions for N. Kali Mincy Coach for Writers

1. What do you find to be the most common problems among new or struggling authors?
2. With the emergence of more self-publishers every year, what are some tips that can help listeners beat the competition and improve their chances of having a successful book?
3. What are the costs involved in publishing and book marketing?
4. In this economy, more self-published authors are looking for ways to save money and spend it responsibly when they do spend. What should authors be spending their money on? Where should they be cutting back?
5. What's the process for becoming a bestseller?
6. A moment ago you mentioned that having a bad editor can contribute to a book's failure. Since you worked as an editor for a number of years and several of your clients became bestsellers, can you give listeners some editor-tips that will help them improve their chances for success?
7. How does an author produce a high-quality book that sells?
8. Many authors have old books sitting in their homes that they haven't been able to sell. How can they revive their old work, give it new meaning and make money?
9. Why do you say authors should self-publish?
10. How can our audience find out more about you and the N. Kali Mincy Coach for Writers programs, workshops and services?

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**To Book N. Kali Mincy Coach for Writers,**  
Call 866.WRITE.99 or E-mail [media@coachgreatwriters.com](mailto:media@coachgreatwriters.com)  
2020 Pennsylvania Avenue NW | Washington, D.C. 20006  
[www.coachgreatwriters.com](http://www.coachgreatwriters.com)