

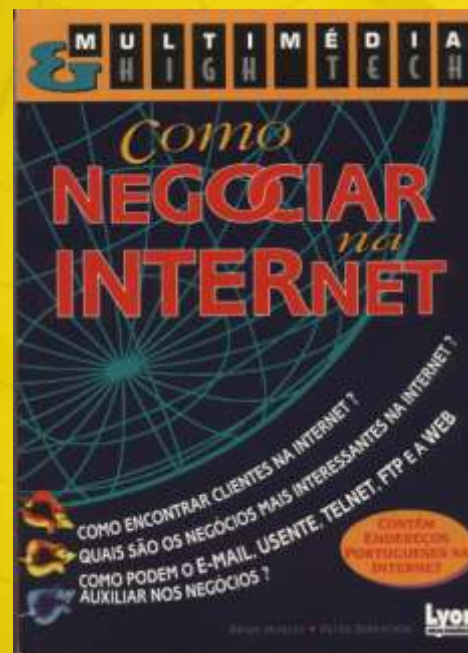
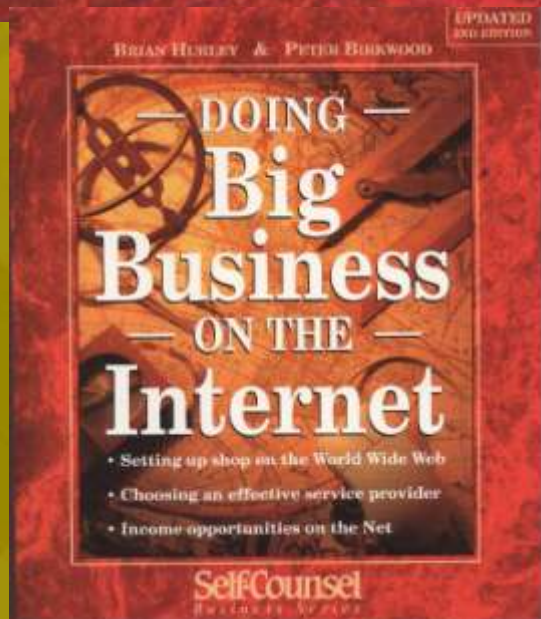
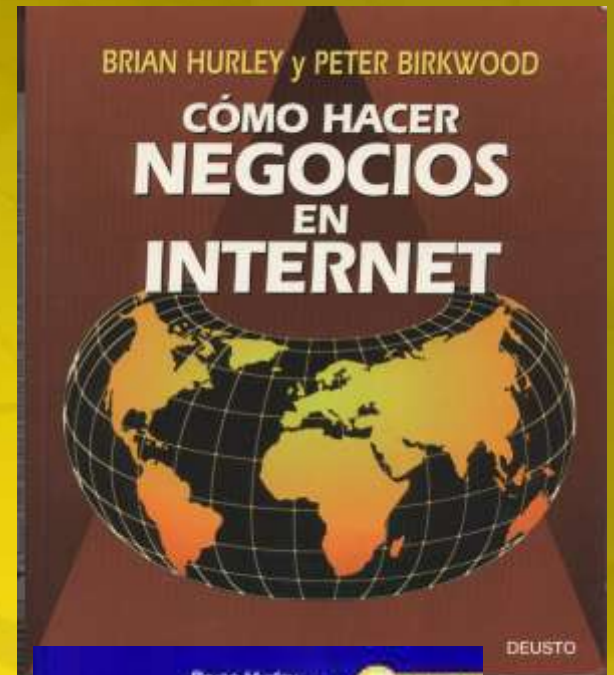
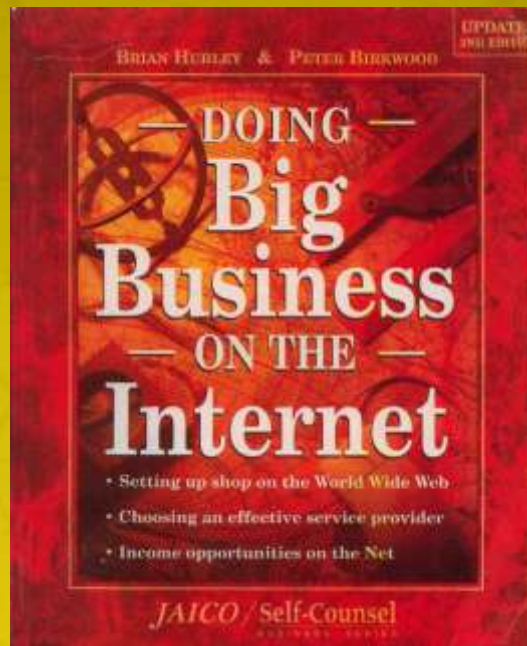
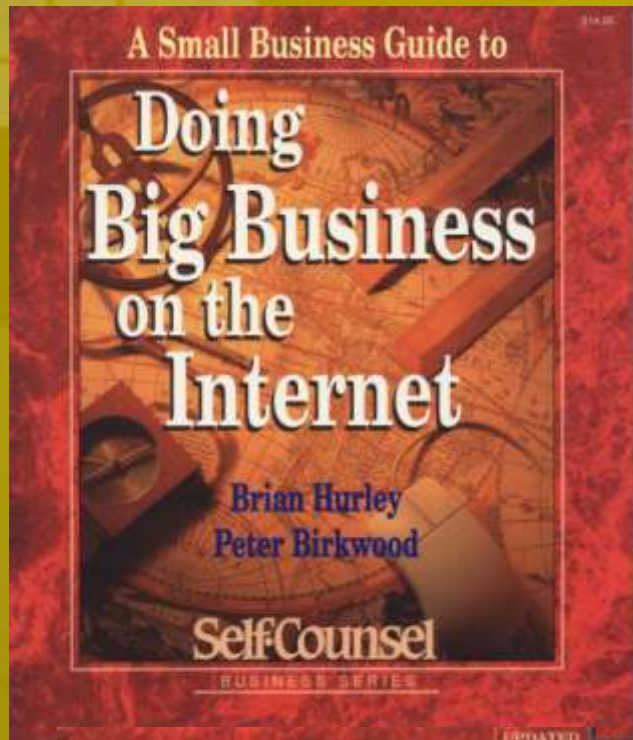
**NEW THRILLS! NEW SHOCKS!**  
**NEW TERROR!**

***Writing out a niche  
on the Internet***

*FILMED IN NEW HORRORSCOPE!*

STARRING  
**BRIAN  
HURLEY**





# THE WRITING EXPERIENCE

- **The brilliant Idea!**
- **Launching the idea**
- **The query letter**
- **Contact!**
- **Inking the deal**
- **Sweat equity**
- **Edit, edit, edit... grumble...**
- **Congratulations! It's a book!**
- **Promotion and the mass media**
- **It's part of the adventure!**
- **Reviews from the public**
- **The end?**
- **Landing back on earth!**
- **Reflecting on the process... timeline, Good/Bad/Ugly, processes and tools**
- **Final thoughts**



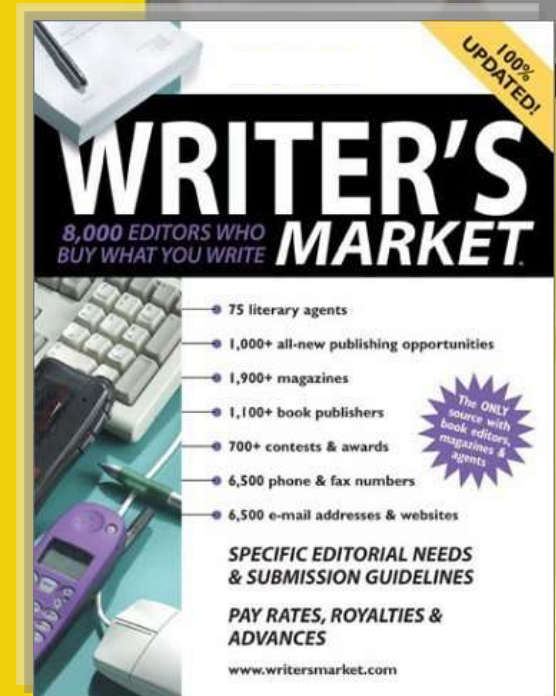
# THE BRILLIANT IDEA!

- **Let's start up an ISP – if a teenager can do it...**
- **Let's run a business on the Internet?**
- **What are the good Internet business opportunities?**
- **Let's go get some books to tell us what to do!**
- **What? No books?**
- **Hey! I've got an idea... let's write one!**



# LAUNCHING THE IDEA!

- Bought a copy of the “Writer’s Market” and followed the instructions!
- Decided on how to frame the book concept in the context of the targeted readers and market demand
- Wrote a one pager as if the book was already available in stores
- Next step... buy the stamps!



# THE QUERY LETTER

- **Went through book and prepared a list of publishers to query based on what they buy and from who**
- **Prepared a one page query letter...**
  - **what, how big the audience is, why us...**
  - **attached the one pager on the book**
  - **attached a draft table of contents**
- **Used the mail merge feature of MS Word for the first time!**
- **Sent out a pile of query letters before investing too much time**



# CONTACT!

- **Immediate response!!!**
- **Phone meeting**
- **Asked for sample chapters**
- **They discussed our proposal at their internal editors/acquisitions meeting...**
- **Hey, *they* want to publish *us*???**



# INKING THE DEAL

- Releases/Approvals from employers
- Contracts
  - Deadlines and Deliverable (# pages, outline)
  - Indemnifications
  - Copyright assignments
  - Payment terms (royalties by region, on their sale price not cover price)
  - Translation and foreign publication (royalties change)
  - Right of first refusal
- Short (5 pages)
- Fast turn-around



# SWEAT EQUITY

- **Writing teams and writers block**
- **Writing team etiquette – never be the first to say the other guys work is garbage...**
- **The wandering draft... state of confusion sets in (Why are we doing this anyway?)**
- **Opportunity to buy more computer and communication toys**
- **The final draft takes shape**
- **Deadlines on the horizon...**



# **EDIT... EDIT... EDIT... GRUMBLE...**

- **...I thought I read those sentences before...**
- **Most work done remotely using computer screen sharing and file sharing**
- **Set times for working (sure...)**
- **The writing team edits each others**
- **Third party objective wives take over and find an opportunity to say what they really think...**
- **Just before last draft reviewed by willing friends and co-workers...**
- **Shipping the final draft (3 times!)**
- **1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> proof editing runs with the publisher -  
- grammar, flow, clarity, layout...**



# CONGRATULATIONS! IT'S A BOOK!

For Immediate Release

Contact:  
Kirsteen Anderson  
Communications  
Coordinator  
(905) 450-0336

## A Small Business Guide to Doing Big Business on the Internet

by Brian Hurley & Peter Birkwood

Can't remember the last time you went 24 hours  
without hearing the word Internet?

There's no doubt about it, the Internet is what everybody's talking about, with many wondering how to profit from the millions of could-be consumers going on-line daily. The Internet offers the business person access to customers and clients 7 days a week, 24 hours a day, no matter where they are on the planet. The potential is enormous.

So how does one tap in to this growing phenomenon? *Doing Big Business on the Internet*, the latest release from Self-Counsel Press, not only offers a step-by-step plan to starting and running a successful Internet-based business, it also explains how to enhance an existing company by getting noticed and generating business on the Internet.

With plenty of potentially profitable and likely-to-succeed business ideas, *Doing Big Business on the Internet* is for the beginner or the advanced Internet user, rating the business opportunities to the level of computer know-how required to successfully run them.

Practical, not technical, *Doing Big Business on the Internet* answers questions such as:

- What kinds of businesses are available for start-up, including non-traditional options?
- What computer hardware and software is necessary?
- Does it matter which on-line service provider is used?
- How can an existing business be analyzed for its Internet potential?
- What is involved in operating an Internet business?
- How is a winning World Wide Web site created?
- What does the future hold for Internet-based businesses?

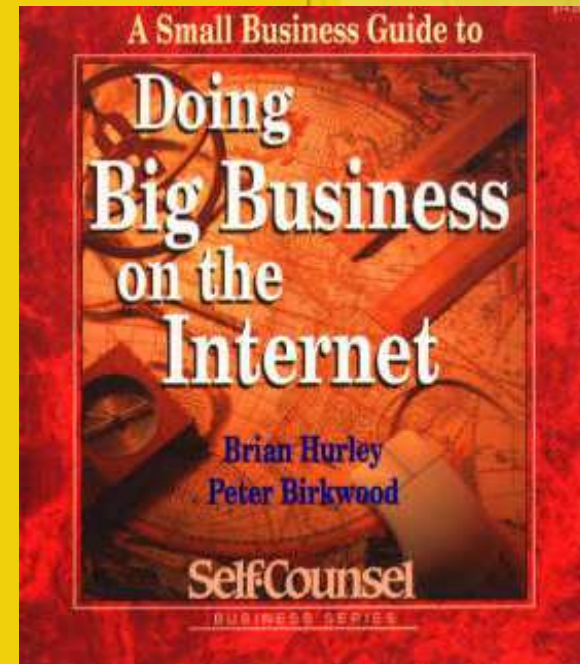
### About the Authors

**Brian Hurley** has over a decade of experience in the telecommunications industry, as well as more than 12 years as a user of the Internet. Hurley has published numerous works on subjects such as computer development and telecommunications.

**Peter Birkwood** has been involved with the telecommunications research and development industry for over 11 years, with several published articles to his credit.

Self-Counsel Press

• 30 •



# PROMOTION

- Publisher starts at trade fairs before publication
- The Citizen starts the ball rolling post publication
- Nationwide radio and local radio (CFRA)
- Newspaper and magazine reviews
- Book talks and Global Promotion
- Promotion over the Internet
- Promotion never ends...

**PC Update**  
*Online!*  
The magazine of the Melbourne PC User Group  
For the bookshelf



# IT'S PART OF THE ADVENTURE!

- ...late night CUSEEME research... being mugged in cyberspace (cat woman and FNORD)
- ...Internet musical interlude and working the booth
- ...speak into the microphone please
- ...live call-in talk radio kooks
- ...the editor that went to the X-files
- ...translating the translators
- ...poison pen book collectors



# REVIEWS FROM THE PUBLIC

***“Great business tool.”***

***“Not focused on business enough.”***

***“Book is pretty thin.”***

***“Finally a thin Internet book!”***

***“Too Technical.”***

***“Not technical enough.”***




# THE END?

- **Consulting opportunities... credibility**
- **Speaking opportunities... networking (and more promotion!)**
- **Keeping the revenue stream flowing...**
- **2<sup>nd</sup> Edition minor updates and expansion ... a few months of part-time work**
- **3<sup>rd</sup> Edition would be a full rewrite... another big commitment... personal situation got in the way**



# LANDING BACK ON EARTH!

- **Great personal experience**
- **Fun but tiring project**
- **Great family support**
- **Great support at work**
  
- **Life Goal #32 – Write a Book** 



# Reflecting on the process



# REFLECTIONS ON...

- **Timeline**
- **Good/Bad/Ugly**
- **Writing Tools**
- **Researching**
- **Writing process**
- **Public relations**
- **Final thoughts**



# TIMELINE

**1994**

December

The Idea

**1995**

January

Query Letters Sent Out

February

Contacted by Publisher

March

Signed Contract

September

Final Draft Delivered

December

Final Proof Comments Delivered

**1996**

February

1<sup>st</sup> Ed. Published

March

1<sup>st</sup> Royalty Check

August

Reprinted

**1997**

1<sup>st</sup> Ed. Spanish Translation Published

1<sup>st</sup> Ed. Portuguese Translation Published

**1998**

2<sup>nd</sup> Ed. Published

**1999**

2<sup>nd</sup> Ed. India Published

**2000**

2<sup>nd</sup> Ed. Spanish Translation Published



# GOOD/BAD/UGLY

- **GOOD**

- Right idea, right timing, right background
- Remote tools
- Strong writing team and working process
- Family support
- We had previous writing experience
- Achieved a life objective
- Tax relief

- **BAD**

- Balancing work and writing
- Sustaining the commitment
- Didn't leverage PR to drive revenue as much as we could have

- **UGLY**

- All consuming drive for perfection and accuracy... spent more time then was justified by the money
- We didn't \$\$ leverage the experience



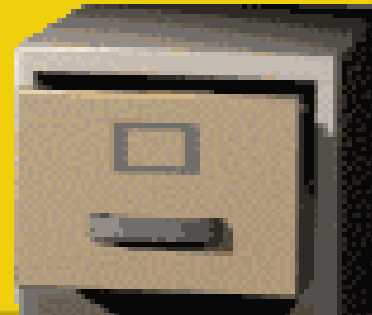
# THE WRITING TOOLS

- **PC, Printer**
  - Keep backups!
- **MS Word**
  - Publisher specified formatting, fonts, etc
- **Fax machine**
  - Dedicated phone number
  - Doubled as second line for long editing conversations
- **Remote collaboration software**
  - Screen sharing
    - Laplink (or VNC, GOTOMYPC today...)
  - File transfer
    - Laplink (or Filezilla, Linux Server, Yahoo Briefcase, MS Sharepoint, today...)
  - E-mail
- **Phone**
  - Good quality telephone headset



# RESEARCHING

- **Research**
  - Web
  - Industry magazines
  - Phone interviews
- **Filing system**
  - Binders, folders, filing cabinet for research and correspondence
  - If it's worth researching, it's worth filing (you'll be happy you did when you need to check a fact or cross-reference!)



# THE WRITING PROCESS

- Purpose
- Outline steps
- Organize into Chapters
- How many words per Chapter target
- Bullet outline within Chapters
- Assigned Chapters
- Research... cross reference facts
- Write .... pick something... one sentence, one paragraph at a time!
- Re-write.. re-write... re-write
- Review each other's work
- Re-write each other's work jointly for content, consistency, flow...
- ...more of the same



# PUBLIC RELATIONS (MARKETING)

- Clear messaging
- Clear objectives
- Pre-meeting prep
- Post-meeting leave-behinds
- Stick to the message
- Repeat the message
- Answer questions to get across the message (even if it wasn't the answer to the question asked!)
- Be imaginative



## Don't jump on the bandwagon, but don't ignore the parade

Citizen staff

Advice from Brian Hurley and Peter Birkwood, authors of *A Small Business Guide to Doing Big Business on the Internet* (Self Counsel Press, 174 pages, \$14.95).

### Don't jump on the bandwagon blindly:

The Internet is basically another communications medium available to you. Don't jump on the bandwagon blindly. It is an evolutionary step in business that can...

The Internet is being brought into classrooms, "freenets" are popping up in communities across North America, and all major cable, telephone and software companies are lining up behind the Net. All of which leads to the conclusion that it is here to stay. Keep your eyes open and adjust your business strategy appropriately.

### Choose your Internet provider carefully:

Look for reliable service and strong technical support. To protect your investment, get your own Internet...

# FINAL THOUGHTS

- **Was able to write the book while holding down a full-time job (it was hard... but doable)**
- **Need to write multiple best-seller books (ideally ones that have “legs” with follow-on editions), or one block-buster book a year to be able to live on the royalties... long lag between idea and cash flow**
- **The book opened up other career opportunities (that we didn't pursue...)**
- **It was easier to get published then it was to get seed investment in Liquid Computing!**



**NEW THRILLS! NEW SHOCKS!**  
**NEW TERROR!**

*Writing out a niche  
on the Internet*

FILMED IN NEW HORRORSCOPE!

**THE END**

