

Survey

What was the biggest strength of this workshop?

The thoroughness & directness of the presentation with its practical dimensions & sensitivity to what the shift to trade could mean for academics.

What was the biggest weakness?

Not enough hands on/applied/workshopping. I think practice & brainstorming would have been really helpful & stimulating.

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

I'm on the fence. I am re-energized to think about it after putting the idea on the back burner, because I have some new thoughts about framing my project.

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

Yes, I'm glad I came - and I'd definitely recommend the workshop as incredibly informative & practically helpful.

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

Survey

What was the biggest strength of this workshop?

Helpful explanation of the process / nuts & bolts

What was the biggest weakness?

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

Yes -> seems doable and less intimidating

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

Yes

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

[REDACTED]

Survey

What was the biggest strength of this workshop?

1. ATTENDED ONLY SESSION ON BOOK PROPOSAL
AND IT WAS QUITE USEFUL, IN FACT VERY
USEFUL

What was the biggest weakness?

—

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

PROBABLY

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

YES

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

Survey

What was the biggest strength of this workshop?

Great level a reliability

What was the biggest weakness?

What was the biggest weakness?

I would love examples (more) like actual pamphlets, example hooks, etc. just to get a better sense of "framing."

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

Given my idea falls into *The Merchant of Doom* and/or *Huge Baiter* (serious, nonfiction a political) I'm not sure! Still want to write it, perhaps it's just abt. timing.

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

yes!

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

~~CHANDLER~~

Survey

What was the biggest strength of this workshop?

Clear laying out of concrete steps in the process of securing trade contract. Obviously based on real experience, lots of good/useful examples.

What was the biggest weakness?

Not ^{much!} mention of (potentially harsh?) realities of current trade non-fiction market, but I understand the need to not be discouraging!

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

Probably more likely - certainly feel more prepared for the possibility.

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

Yes, definitely.

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

~~cell number~~

Survey

What was the biggest strength of this workshop?

VERY PRACTICAL

What was the biggest weakness?

WOULD LOVE MORE EXAMPLES

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

MORE - DIDN'T KNOW I DIDN'T NEED TO
SUBMIT A BOOK! ALSO DIDN'T REALIZE
MY TOPIC WOULD BE OF INTEREST.

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

ABSOLUTELY

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

Wellness

Survey

What was the biggest strength of this workshop?

just the general overview of the whole process was very helpful

What was the biggest weakness?

the biggest weakness is the same as the strength - the overview - because it has to be general to be helpful, it is pretty general -

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

less - it feels overwhelming - everything really seems geared to books on the contemporary USA

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

yes -

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

Survey

What was the biggest strength of this workshop? *Your insight into the trade process and the importance of reframing*

What was the biggest weakness? *I think it was longer than necessary. The world of trade publishing + finding an agent could be combined*

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not? *~~I have a deal already~~ More - at the moment I am trying to push a translation to a German trade publication*

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

yes indeed

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

[Redacted contact details]

✓

Survey

What was the biggest strength of this workshop?

Presentations were good.
Questions were answered well.
very knowledgeable and interactive

What was the biggest weakness?

was a bit tiring to do back to back
presentations but that's not on the speaker, just
the nature of day long workshops

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

possibly in the future

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

Yes

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

I'd like to get a mailing list

[REDACTED]

Survey

What was the biggest strength of this workshop?

- Compelling speaker
- clearly organized agenda that stayed on topic and on time

What was the biggest weakness?

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

About the same... I was already interested
This was helpful in clarifying what's required.

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

Yes and yes.

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

Yes.

~~XXXXXXXXXX~~
~~XXXXXXXXXXXXXXXXXXXX~~

Survey

What was the biggest strength of this workshop?

It ~~opened~~ ^{offered} new ways of looking & considering my research

What was the biggest weakness?

I cannot think of any weaknesses

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

I will definitely consider a commercial book deal

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

Yes, & the workshop was very informative

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

I would like to have a follow-up conversation

This is my email:

Tel.

~~XXXXXXXXXXXX~~
~~XXXXXXXXXX~~

Survey

What was the biggest strength of this workshop?

- Super practical, detailed, experience-based tips
- helpful to understand the centrality of publishers' profit motive (should have been obvious but key)

What was the biggest weakness?

See next item.

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

I am going to do it but still not sure how to ~~do~~ ^{do it as} a translator who is the initiator of a project rather than just the person hired for the job.

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

-Very glad I came. Would definitely recommend.

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

Survey

What was the biggest strength of this workshop?

Insider secrets about how to convince agents + editors to become excited about a project.

What was the biggest weakness?

Might be good to walk through a successful proposal.

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

Still on the fence. I'm an academic who writes academic books + articles. But I feel more confident about pulling off a trade book.

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

Yes. I learned a lot & the time flew.

John is a good speaker & teacher. Also a friendly person.

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

I can reach out when project requires.

But I am ~~not~~

Thank You!

Survey

What was the biggest strength of this workshop?

- Content, structure, and presenter
- Also, FABULOUS lunch + coffee!
- Thanks to Gulco for all the meeting support.

What was the biggest weakness?

- None noted

Based on what you heard today, are you more or less likely to want to pursue a commercial book deal? Why or why not?

- More - made it more concrete
- Very helpful!

Overall, are you glad you came and would you recommend this workshop to a colleague who's interested in commercial publishing?

Yes!

If you would like to schedule a follow-up conversation, please provide contact details [LEGIBLY!]

- I do, but I'll be in touch!