

Survey

What was the biggest strength of this workshop?

- * overview of how trade publishing works and what to expect from proposal process
- * discussion of types of academic trade book → helped me firm up the way I conceptualize my work and strategies for telling a story in this way

What was the biggest weakness?

none

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

much more likely - I came in unconvinced about this avenue, but the presentation helped me see that there are many ideas I would like to take to a broader audience. And, I now think those ideas could have an important place in the trade literature.

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:

Survey

What was the biggest strength of this workshop?

introducing a different mindset and how an academic
can approach it

What was the biggest weakness?

more seminar than workshop, which is equally
valuable, but not what I was expecting

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, I think?

seems more doable to at least try

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:

Survey

What was the biggest strength of this workshop?

Good/Effective speaker

What was the biggest weakness?

Talked at us rather than an interactive,
co-creative workshop

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

No change - as I did not realize this
was going to be specifically about book deals.

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:

Survey

What was the biggest strength of this workshop?

It exposed me to the ~~secrets~~ secrets of trade press. I had been under the impression that transitioning from academic writing to writing for the general public was easy. I am happy that this workshop disabused me of this belief.

What was the biggest weakness?

I wish you had a book we should have read before this workshop. So, I look forward to seeing a book by you.

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 likely, though with trepidation.

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

Yes, very glad. I came to this workshop. A friend of mine at Yale is highly interested in making the transition to commercial publishing. I'll give him your contact.

If you would like to schedule a follow-up conversation, please provide contact details:

I can already schedule it

Survey

What was the biggest strength of this workshop?

Gave me a good broad overview of the path to 'trade' publication, including typical pitfalls.

What was the biggest weakness?

More 'workshops' might have helped? But it was very short, perhaps not much choice.

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, it helped see the path forward.

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

Yes I am

If you would like to schedule a follow-up conversation, please provide contact details:

I am already scheduled

Survey

What was the biggest strength of this workshop?

very good overview of the industry - expectations
ways academic writing mindsets need to
change.

What was the biggest weakness?

Focus just on books - others in room were interested
in writing op-eds, reaching more general audiences

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 likely - I felt it would entail many
constraints I hadn't thought of - and I'm not
sure I'm writing a book that can fit some
of the types of books discussed

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

yes, it definitely had helped me to start
to shape my conception for the audience(s)
I feel I can write for.

If you would like to schedule a follow-up conversation, please provide contact details:

Survey

What was the biggest strength of this workshop?

I liked the "7 types" thing plus ^{the} general sense of the particularly important features of this kind of work.

What was the biggest weakness?

I think there was something of a mismatch between what I expected (focus on addressing/engaging with a non-academic audience) & what it was (more agent-publisher focus).
(This is not your fault! Just the naming of the advertised workshop)

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 don't know that I was very interested to begin with (fearful, self-doubting) - this may have slightly discouraged it, but am feeling encouraged w/ framing/writing tips.

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

Yes & yes

If you would like to schedule a follow-up conversation, please provide contact details:

I will see you later!

Survey

What was the biggest strength of this workshop?

Expert / INSIDER overview
Clearly passionate & informed

What was the biggest weakness?

Hard to know the Arc of the workshop
Felt like it could have been shorter
optional workshoping at the end

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

Maybe more
But ~~so~~ I want to take my time

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

yes, I felt like I came away w/ some useful & actionable insight. I am a little burned out by the term, so it was harder to muster the energy - Not the presenter's fault, of course.

If you would like to schedule a follow-up conversation, please provide contact details:

Thank you for your time!

Survey

What was the biggest strength of this workshop?

John G. himself, stance + expertise very persuasive and ideas really helpful & re-orienting.

What was the biggest weakness?

Well — ourselves and our starting points... which necessitated a bit of a change... glide after glide. Loved it, but it was a lot.

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.

Will say more in 1-on-1 with you later.

Interested in the (conceptualization +

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

Writing, especially.

glad.
(Thanks.)

If you would like to schedule a follow-up conversation, please provide contact details:

[REDACTED]

See you 1:40, as well.

Survey

What was the biggest strength of this workshop?

It was organized + had the right level of detail to make the process of writing a trade book real.

What was the biggest weakness?

None!

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 - I can do it. I'm still very nervous about it but I feel more strongly that it's needed.

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

yes!

yes →

If you would like to schedule a follow-up conversation, please provide contact details:

[REDACTED]

Survey

What was the biggest strength of this workshop?

Broadening my view of writing
great story ideas I really appreciated how you put that into examples. I also found the advice on writing today's workshop helpful and understood that writing is made from many

What was the biggest weakness?

L-o-n-g intro. Wanted to get to
nuts + bolts faster
This is a small thing but a short break in between. I was hanging on every word you said and didn't want to leave so sometimes I was

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 definitely not going to pursue a commercial book deal. Thanks again for helping me understand that!

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

Yes and yes! Yes, I would recommend this workshop to a colleague who's interested in commercial publishing. Thank you for your time and energy in putting this workshop together. It was very helpful and I will be sure to share it with my colleagues.

If you would like to schedule a follow-up conversation, please provide contact details:

I would like to schedule a follow-up conversation. My email is [redacted] and my phone number is [redacted].

Survey

What was the biggest strength of this workshop?

There were so many strengths! John - you're a great story teller. I really appreciated hearing your real-life examples. I also found the advice ~~sobering~~ Sobering. Today's workshop helped me understand that writing a trade book is a huge endeavour and there's so much to think about.

What was the biggest weakness?

This is a small thing but a short break feels necessary. I was hanging on every word you said and didn't want to leave to stretch my legs while you were talking.

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 definitely not going to pursue a commercial book deal. Thank you for helping me understand that!!

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

Yes and yes! This was a fantastic workshop. Thank you for your passionate and energetic presentation. It's really fun listening to your stories and wisdom.

If you would like to schedule a follow-up conversation, please provide contact details:

I'm interested in learning more about writing op-eds.

[Redacted]

[Redacted]