

Survey

What was the biggest strength of this workshop?

The insistence on the importance of reframing

What was the biggest weakness?

The hyperfocus on \$ → I want my work to be more accessible, but I don't care about making more \$

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 still not sure. I'm still thinking an independent press is my best option.

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

Yes, definitely. It's got me thinking about my project in different ways that I think will improve it whether or not I pursue a commercial deal.

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

[REDACTED]
[REDACTED]

reframing
→ I'm really interested in marketing and voice, and I think I'm at the point to have this convo now before I get too far into the writing

Survey

What was the biggest strength of this workshop?

- Learning about Nuts and Bolts of the process.
 - Learning about Agents.
- Very informative.

What was the biggest weakness?

- Managing a few people who took up too much space with Qs that were not general.
- Maybe request rooms w. tables/Desks.
Room setup

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, more likely. I like the idea of speaking to a bigger audience.

And I (honestly) like the idea of getting paid more for my ideas!

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]

[REDACTED]

Survey

What was the biggest strength of this workshop?

Practical orientation.
Clear presentation based on deep experience.
Charismatic presenter, good energy.

What was the biggest weakness?

I wonder about playing with the opening introductions — setting it up as a timed 90 second pitch. (Early self-intros took 5 minutes — with encouraging questions — while later ones felt truncated.)

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

Not clear at this point. My book is an unusual blend of memory, imagination, and activism. I think I'd benefit from taking up your offer of a 30-minute clarifying Zoom.

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. New perspective and information for me. I would certainly recommend to others.

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

[REDACTED]

Survey

What was the biggest strength of this workshop?

The immersion-exposure was fantastic -
very effective demystifying a lot of
the apocryphal info we pick up ~~here~~ here &
there

What was the biggest weakness?

Controlling \$, scheduling-wise, for
how much we academics love talking on &
on about ourselves - truly, maybe an us-problem,
not a you-problem.

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

Eh. More eager in some ways (feels much more accessible)
less eager in other ways (genuinely not sure I feel
like ~~a~~ embarking on a life-long
relationship w/ an agent, but
who knows, maybe it could be
fun.)

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

Very glad to have attended; would certainly
recommend to colleagues! Thank you!

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

That would be fun! Here's me: ~~_____~~
~~_____~~

Survey

What was the biggest strength of this workshop?

The workshop offers a comprehensive view of the process involved in trade publishing. Learning how S. G. sees the process, & learning his insights has been very useful.

What was the biggest weakness?

Probably the lack of time. People enjoyed the workshopping process tremendously & were sourcing responses to proposals.

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 likely pursue a commercial book deal. Why? Because the story I want to tell hasn't been heard yet. "Silk Road" stories that are told lack urgency - they're interesting but non-essential. But China's Belt and Road initiative shows China hasn't forgotten its role over 5,000 years.

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

Yes, and yes. I'm also going to see how well Germs, Guns, & Steel and How the Irish Saved Civilization sold globally.

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

[REDACTED]

Survey

What was the biggest strength of this workshop?

- Presentation + speaker
- Faculty participation
- Feedback on proposals - nicely honest
- Enjoyed the introductions at the beginning
- Nice to have lunch + coffee - thank you

What was the biggest weakness?

Probably a bit too long

Better Room needed - perhaps w/ tables - more like a classroom.

Late comers shouldn't ask Qs earlier addressed.

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 ambivalent but reassured - I appreciate the positive feedback on my proposal.
Not sure how to integrate 25^{random} stories -
This will not be well-received by my peers

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

Definitely.

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

[REDACTED]

[REDACTED]

Thank you!

Survey

What was the biggest strength of this workshop?

- conversational, approachable style
- clarity and comprehensiveness

What was the biggest weakness?

- can't think of anything, but maybe allow more time for workshopping sample proposals, which was very helpful.

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 - seems far less daunting after today's session.

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

Absolutely - very well done.

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

~~_____~~

Survey

What was the biggest strength of this workshop?

Going over example drafts and
seeing the different approaches
and what doesn't work with
each.

What was the biggest weakness?

Not a lot of discussion
of pitfalls and potential
negative aspects → this is why the
story of your agent was disturbing

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

Unclear - the relationship to/with
an agent is still disconcerting.

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:

Thank you!

Survey

What was the biggest strength of this workshop?

- Very practical advice about the assumptions, steps of working with trade publishing.
- Detailed discussion of proposals, + agents
- Working with writing samples -

What was the biggest weakness?

- Perhaps too much on your own experiences

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, as you demystified much of the process.

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

Yes, absolutely, as well as recommending your website

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

Survey

What was the biggest strength of this workshop?

very accessible presenter
reiterated lots of common sense recommendations
but also made me think about practicalities of this process

What was the biggest weakness?

would be great to have some more lead
time to share info w/ presenter -
some "homework" before the 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?

More likely! excited to think about the
multiple ideas I've been ruminating on

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

absolutely to both questions - thank you!

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

[REDACTED]
[REDACTED]

Survey

Thank you!

What was the biggest strength of this workshop?

interesting info on relationships with agents
and the importance on sales.

Excellent info on how to frame proposal in terms of sales,
marketing.

What was the biggest weakness?

not enough info on how to get an individual
agent to actually reply or become interested.
Many agents don't even acknowledge receipt of an email.

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 — because you conveyed sense that agents
do want submissions, which is the opposite of
what I've experienced.

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

Yes, I would recommend, but it would help to
tell us which of your clients have ~~had~~ obtained
good contracts, or have published successful books.
I appreciated insights that publishers like controversy
and like authors to take big swings at big topics.

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

[Redacted]
[Redacted]
[Redacted]

Survey

What was the biggest strength of this workshop?

I appreciated the same types of trade book contracts.
I liked the focus on stories & storytelling as a way to
package the "product." And the historical perspective.

What was the biggest weakness?

I would have liked more concrete details on
working with negotiating with and agents/publisher,
& negotiating a competitive contract with a press.

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. I was really encouraged. I enjoyed the part
where we scrutinized the three samples.

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

Yes. I would recommend it.

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

[Redacted]
[Redacted] → [Redacted]
[Redacted] (or [Redacted])
[Redacted]

Survey

What was the biggest strength of this workshop?

Specificity!
Concrete examples

What was the biggest weakness?

N/A — only saw 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?

Same as before

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

of course!
+ of course ☺

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

[Redacted contact details]

[Redacted contact details]

[Redacted contact details]