

Survey

What was the biggest strength of this workshop?

super helpful overview of the differences
between academic vs trade press &
the process
the book proposal process very helpful

What was the biggest weakness?

I would like to see more nuts & bolts
and examples even passages from your own writing
More transparency on what it costs to work with 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, you are very convincing!
This is very important work

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

Yes it was excellent
I wish we had all day to have mini-consults

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

Yes I will reach out

Survey

What was the biggest strength of this workshop?

① Walking through the proposal elements

What was the biggest weakness?

② ~~Overall~~ orientation towards trade publication,
some repetition responding to latecomers

③ How to find an agent

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

④ topic, freedom of writing style

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:

yes, as we discussed.

Thank you

Survey

What was the biggest strength of this workshop?

What was the biggest weakness?

It took too long on generalities before getting into things deeper. I came assuming the whole thing would provide tips on how to change my writing style from scholarly to storytelling.

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 sure

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

maybe

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

Survey

What was the biggest strength of this workshop?

- dynamic, engaging speaking styles
- expertise in the coaching / familiarity w/ doing this for many others

What was the biggest weakness?

- could move through the slides more quickly + their content could be condensed
- much of the content felt very surface-level + like you have to buy the coaching to get the real information
- if I were to organize it, I would have condensed the first two hours into a single hour and then proposal details in the second hour - title was a tease! we never learned how to tell stories!

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

- very, very likely! I feel confident I have something to offer and this workshop has demystified the process for me. Thank you!
- the proposal details in particular made me feel this process is doable and I felt excited to start brainstorming

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

Yes! 11/10

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?

- very clear presentation
- fun, engaging

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 willing -
the information gives me more confidence

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

Yes, absolutely - thanks!

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

Survey

What was the biggest strength of this workshop?

An ~~was~~ inside look at trade publishing world.

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?

I'm convinced I want to pursue a commercial book deal - if anything, more so now.

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

I would absolutely recommend this workshop - a fabulous how-to on moving from book concept to agent's proposal.

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

I'll be in touch - [REDACTED]
[REDACTED]

Survey

What was the biggest strength of this workshop?

Clearly explained the difference between academic + commercial publishing and what is necessary to do well.

What was the biggest weakness?

More on how to know if you have a book idea that will sell could be useful, ~~as well as what to expect~~
~~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?

About the same - but I have seen you speak about this before + that earlier time did make me seriously consider pursuing a trade book. For me, it's mostly the uncertainty of whether I'll be in a position to write a future book at all and less the discomfort of trade publishing as an academic.

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

Yes! Very helpful

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

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I only attended one hour.

What was the biggest strength of this workshop?

It was very blunt & informative.

What was the biggest weakness?

I'm not sure what happened in the first few hours but

might have liked opportunity for informal conversations
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 as I feel like I know what I need to do.

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

Wish I could have attended the best of hrs. I would recommend.

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

I received an email from you a year or so ago but was finishing a very academic book so did not respond. I would like

Survey

What was the biggest strength of this workshop?

John is dynamic, informative, fun
Well organized & clear

What was the biggest weakness?

I'd like more needs about book structures
detailed examples about opening.
Stories that work well, how to structure
non-narrative versions

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 think I don't want
to write this narratively. But I want
to write well!

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

Yes

How to make prose shine?

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

Survey

What was the biggest strength of this workshop?

Very helpful w/ how to frame tradebook
& write proposal 4 it

What was the biggest weakness?

This was great! Maybe shorter bio at start.
→ Examples of turning academic ideas to trade proposal
would be 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?

Much more - very helpful & demystifying.

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:

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What was the biggest strength of this workshop?

- The book type categorizations
- What to include in a proposal.
- List of potential publisher types.
- Ins & outs of agents

What was the biggest weakness?

- Perhaps did not need to read aloud all slide text, especially book examples for each category beyond 1-2
- Biography section could be streamlined.

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! This helped demystify it for me.

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:

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What was the biggest strength of this workshop?

engaging/entertaining; useful anecdotes

What was the biggest weakness?

'workshop' feels slightly misleading - would have preferred to start morning w/ proposal overview and afternoon working on/talking about materials and game plan

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

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

generally yes, but it felt quite sales-y

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

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What was the biggest strength of this workshop?

Claiming difference
between academic & trade
approachable & easy to understand
process of trade publication

What was the biggest weakness?

Geared to senior scholars
& not scholars in less
rigid fields that already
do more narrative writing

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've always wanted to do a trade book (I'm
a junior scholar in gender & sexuality studies whose
1st book is one that has a broad audience)
so this was encouraging

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: