

THE 2008

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**Creative
Strategies
for Growth,
Profit and
Success**

Create a Passion Plan to Sell Your Books and Publishing Program

**Kathleen A. Welton
American Bar Association**

Create Your Own Story

- **Purpose, Positioning, and Personality**
- **Creativity vs. Competition**
- **Reinvent Categories**
- **Discipline and Intention**
- **Simplify**
- **Transform Challenges into Opportunities**
- **Connect with Customers**
- **Make a Difference**
- **Write It Down**
- **Celebrate Your Independence**

***The future belongs to those
who believe in the beauty of
their dreams.***

Eleanor Roosevelt

The Three Ps of Passion:

Purpose

Positioning

Personality

ABA Books: Vision & Mission

- **To uphold the mission of the ABA to be the national representative of the legal profession, serving the public and the profession by promoting justice, professional excellence and respect for the law.**
- **To serve the ABA membership and interested members of the bar and public through the production of high quality, authoritative legal publications accessible in both print and electronic formats.**
- **To build and enhance the ABA brand.**
- **To generate revenue and profit for both the ABA and ABA Entities to allow the ABA to support its larger mission.**

ABA Books: Purpose

To target the needs of lawyers, legal and business professionals, academics, and other related parties in the United States and abroad.

ABA Books: Positioning Statement

**To become the premier provider and
publisher of practical legal information.**

ABA Books: Tagline

***The source you trust
for practical legal information***

ABA Books: Personality Attributes

- **Accessible**
- **Comprehensive**
- **Practical**
- **Professional**
- **Quality**
- **Respected**
- **Service**
- **Timely**
- **Trust**
- **Value**

Dwell
in
Creativity
vs.
Competition

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***I dwell in Possibility--
A fairer House than Prose--
More numerous of Windows--
Superior--for Doors--.***

Emily Dickinson

Research Market Needs

- Record your own observations
- Referrals from authors and customers
- Trends and statistics files
- Newspaper and magazine articles
- Bookmark Web sites
- Ask your customers



**Plan
on
Reinventing
Categories**

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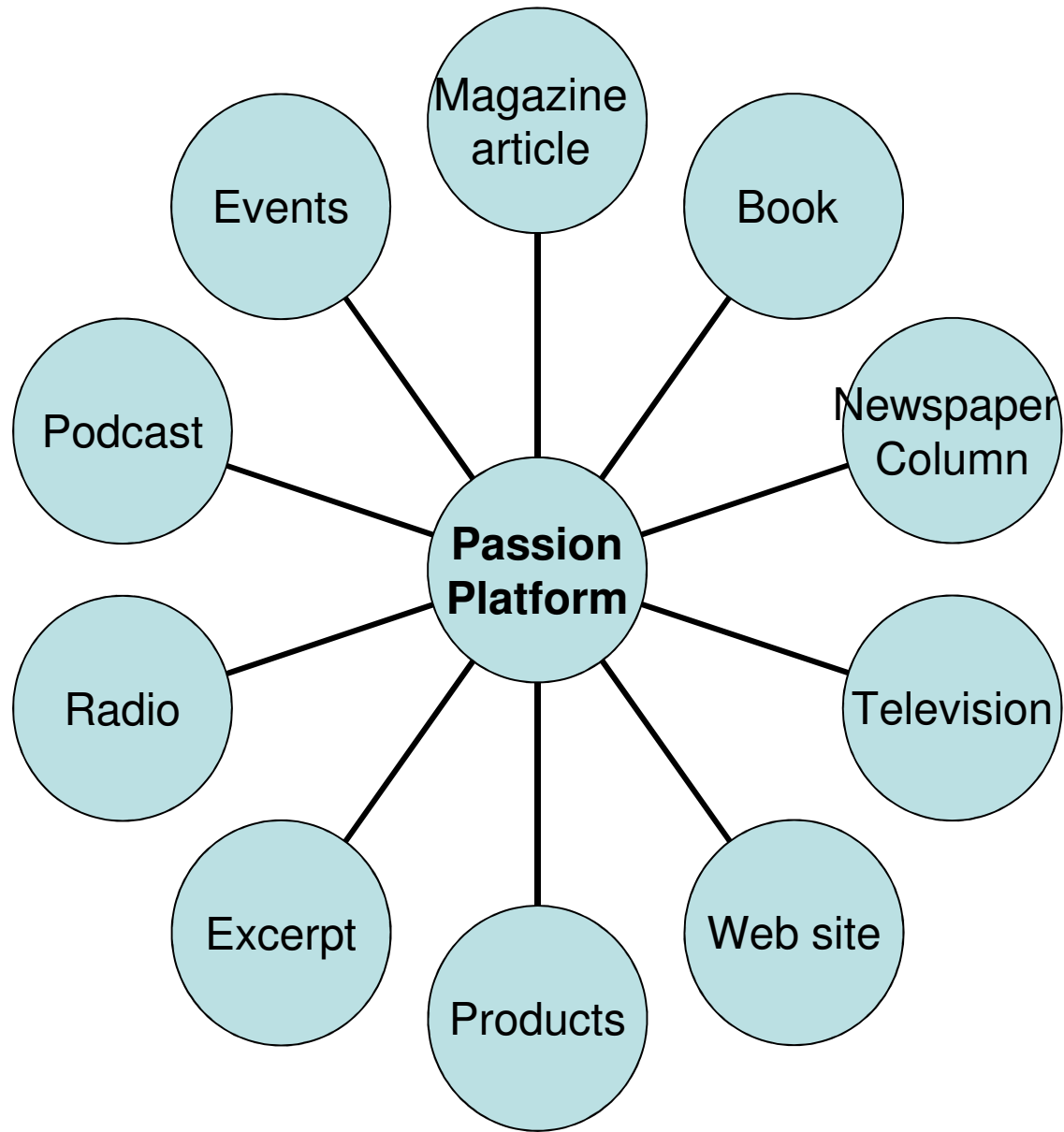


***We delight in the beauty of
the butterfly, but rarely admit
the changes it has gone
through to achieve that
beauty.***

Maya Angelou

**From *The Martha Rules*
by Martha Stewart**

There were plenty of doubters...I was convinced that the **passion** and experience I could bring to the project and the great need for a book addressing the subject would make it a best-seller...Entertaining...the book that actually helped many, many people discover their own love and talent for entertaining and cooking that transformed the cookbook genre in the process.



**Utilize
Discipline
and
Intention**

***Greatness is not a function of
circumstance. Greatness, it
turns out, is largely a matter
of conscious choice and
discipline.***

Jim Collins
***Good to Great and the Social
Sectors***

**From *Good to Great in the Social Sectors*
by Jim Collins**

The critical question is not “How much money do we make?” but “How can we develop a sustainable resource engine to deliver superior performance relative to our mission?”

Passion -- Understanding what your organization stands for (its core values) and why it exists (its mission or core purpose)

Best at -- Understanding what your organization can uniquely contribute to the people it touches, better than any other organization on the planet.

Resource Engine – Understanding what best drives your resource engine, broken into three parts: **time, money, and brand.**

**Simplify
Processes
and
Procedures**



Passion is the first and most essential ingredient for planning and beginning a business or for starting and completing any worthwhile project. Without passion, work is just work, a chore. Without passion, quality, the cornerstone of all businesses, is simply about minimum standards. Without passion, the people who will benefit directly from your efforts—the customers—seem incidental.

Martha Stewart
The Martha Rules



**Transform
Business
Challenges
into
Opportunities**

***The world is but a canvas
to the imagination.***

Henry David Thoreau

Ask Questions

- Look inside yourself
- Ask your staff
- Customer feedback
- Surveys
- Competitive analysis
- Ask your friends



**Create
a
Customer
Connection**

company always deliver on its promises? Are its people competent? The second is integrity. Does the company treat me the way I deserve to be treated? The next is pride. If something goes awry, can I count on the company to fix it fast? The fourth dimension is passion. Is the company irreplaceable in my life and a perfect fit for me? Truly passionate customers, by the way, are relatively rare. They are customers for life, and they are worth their weight in gold.

Show You Care

- Ask your customers for feedback on new products
- Comment cards
- Customer surveys
- Focus groups
- E-newsletters
- Podcasts
- Free resources

**Determine
Your
Biggest
Contribution**

*The more intensely we feel
about an idea or a goal, the
more assuredly the idea,
buried deep in our
subconscious, will direct us
along the path to its
fulfillment.*

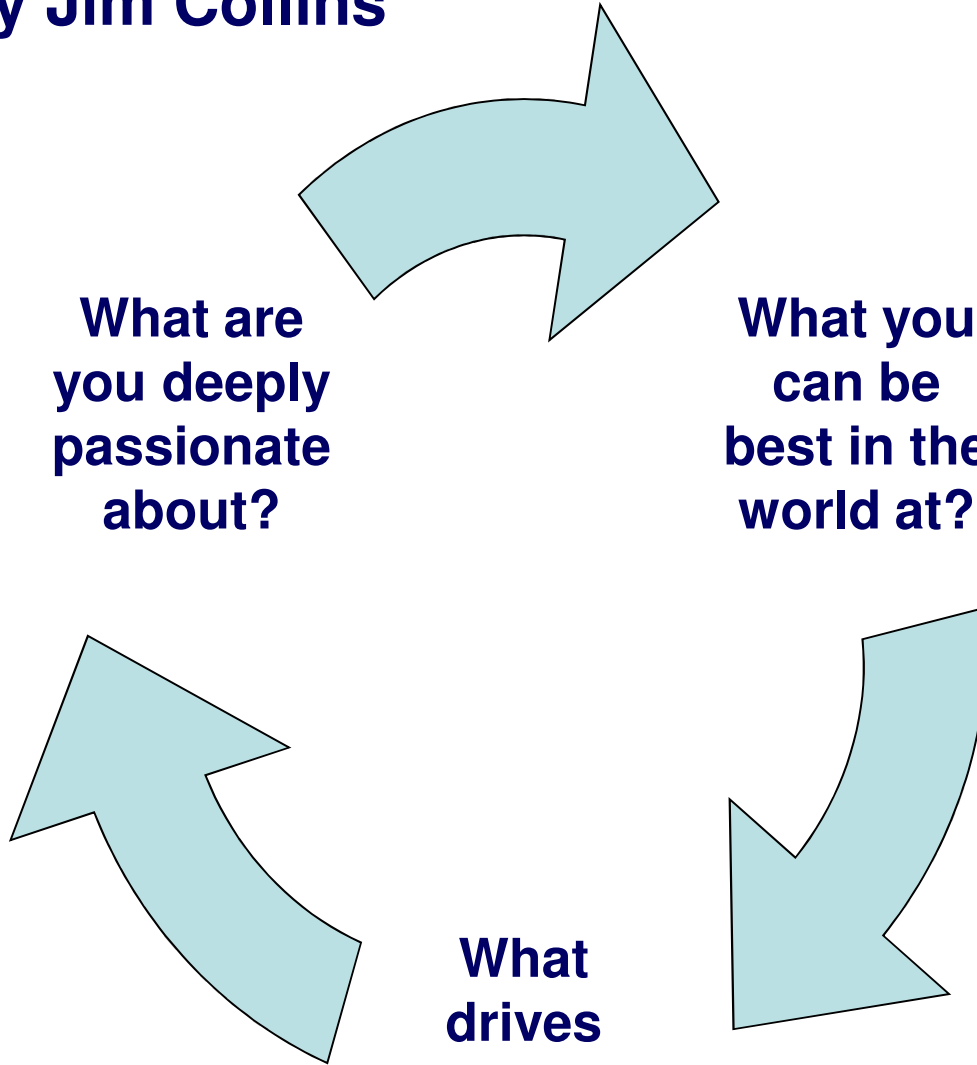
Earl Nightingale

From Good to Great in the Social Sectors **by Jim Collins**

**What are
you deeply
passionate
about?**

**What you
can be
best in the
world at?**

**What
drives
your
resource
engine?**



Write

It

Down

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***What lies behind us and what
lies before us are tiny matters
compared to what lies within
us.***

Ralph Waldo Emerson

Develop a Passion Plan

- **Binders**
- **Notebooks**
- **Files**
- **Online folders**
- **Excel logs**
- **Idea journals**

**Celebrate
Your
Independence**



We hold these truths to be sacred and undeniable; that all men are created equal and independent, that from that equal creation they derive rights inherent and inalienable, among which are the preservation of life and liberty, and the pursuit of happiness.

Thomas Jefferson
Declaration of Independence

Celebrate!

- Attend meetings and seminars
- Staff retreats
- Customer “Thank You” offers
- Milestones
- Anniversaries
- Your success

**Thank
You!**