



Path To Publishing MBA in Publishing 50-Hour Program is a DIY MBA in Publishing for Writers, Authors, and Small-Press Publishers.

Sometimes writers, authors, and even publishers, get into the literary business based on passion rather than knowledge. But Path To Publishing believes one's publishing success is just as important as their writing success, and therefore, in order to achieve both literary and financial literary success, one must be educated on the business of writing and publishing. Path To Publishing has positioned itself to be the leader and the authority when it comes to the education of writers, authors, and small-press publishers.

With our inaugural "Act Like an Author, Think Like a Business" 2018 Conference, we raised the bar, set the bar, and now we are the bar when it comes to publishing education and instruction! This very conference is the foundation of the Path To Publishing MBA in Publishing 50-Hour Program. It's an implied positive ROI (return on investment); by investing in the conference, it justifies the cost of the investment, even though those who have attended the conference or purchased the curriculum online can testify (and have provided testimonials) that no justification is needed. You get beyond your money's worth!

Path To Publishing is all about excellence in publishing, and we want you to be as well. But we don't just want you to know how to publish like a pro, we want you to master it! This is another reason why the "Act Like an Author, Think Like a Business" Conference now doubles as an MBA in Publishing Program.

2018 conference attendees earned 24 hours (27 if they attended the writing workshop on evening one of the conference). In 2019, those returning attendees will earn another 21 hours by attending the breakout sessions. From the closing of the previous conference year to the upcoming conference year, there are five hours of online sessions required of each MBA student in order to earn their 50 hours of curriculum studies and receive their Path To Publishing Certificate of Completion. Both the breakout sessions and the online sessions go more in-depth on specific areas of the publishing process that was taught during the 2018 Conference three-day general sessions (teaching of which are available online at www.pathtopublishing.com/conferencestore).

What an honor it's going to be at the closing of the Path To Publishing "Act Like an Author, Think Like a Business" 2019 Conference when the first graduating class is handed their Path To Publishing MBA in Publishing!

"Before attending the Act Like an Author, Think Like A Business Conference, I thought I knew the direction I was going as a writer and publisher. Well, after attending this conference, I realized not only was I lacking in my ability to monetize my books, but that if I couldn't do it for myself as an author, and if I wasn't able to understand the difference between publishing a book and being on a journey that will result in building a literary empire, I wouldn't be able to, as a publisher, help my clients do it. But today, I can say I have put everything I learned at the conference into practice, and all parties involved are on their way to literary success! This conference far exceeded my expectations. I know of no other conference that offers such a high caliber curriculum presented by an instructor that has you riveted to your seat while absorbing as much new information as possible."—Norma McLaughlin, CEO & Founder of Chosen Pen Publishing.



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Whether you want to run your own publishing company to publish the works of others, or only publish your own works, knowing how to publish in excellence is key. It's not only key to producing quality work, but it's key to achieving publishing success. Being able to add the accomplishment of having received a Path To Publishing MBA in Publishing will only add value and trust to your already thriving literary business or writing and publishing career. But even if your goal isn't to receive an MBA in Publishing, but instead, to publish in excellence and learn tactics, techniques, tools, and strategies to help you achieve literary and financial literary success, then the conference and program curriculum is a must.

Did you not attend the "Act Like an Author, Think Like a Business" 2018 Conference and would like to attend the 2019 Conference, but instead of taking the main sessions would like to take the breakout sessions (which will run simultaneously with the main sessions)? Then purchase the curriculum and audio/video slides from the 2018 Conference by visiting the online conference store at www.pathtopublishing.com/conferencestore. That way you can focus on attending the breakout sessions and earn your MBA in Publishing (MBA optional).

Even though the Path To Publishing MBA in Publishing 50-Hour Program is currently not accredited through a college or university, obtaining and displaying this achievement will most definitely add value to your already existing literary business, or the one you are building. Whether partnered with a college/university or not, the curriculum is created with excellence for the literary industry publishing professional by Path To Publishing's own CEO and Instructional Content Expert, Joylynn M. Ross. This curriculum, partnered with the instruction style, goes above and beyond any college or university curriculum and teaching standards. The Path To Publishing MBA in Publishing 50-Hour Program provides professional accreditation by the Path To Publishing Advisory Board, who combined have over 50 years of experience in the literary industry.

To make sure you are on the roster to be a part of the 2019 Path To Publishing MBA in Publishing graduating class and that you receive special correspondence for MBA students only, please email your full name and whether you attended the conference or took all three courses or purchased the curriculum online to info@pathtopublishing.com.

Can you attend the conference and/or purchase the curriculum and courses online without the intention of earning an MBA in Publishing? Absolutely. But again, being able to cite this honor and achievement will add value and validation to your business and literary career. Don't you want readers and clients to know that you invested in yourself and your business before you ask them to invest in you and your business?

If you attended the 2018 Conference or purchased the curriculum online, please know that, yes, the curriculum will be updated for the 2019 Conference, but you will have the opportunity to receive the updated curriculum slides. So, don't think you'll miss anything . . . because you won't.

"I recently attended Act Like an Author, Think Like a Business Conference, the most remarkable conference for writers I've experienced in a long writing career. I was astounded to find the conference operating at the MBA level. It really was that good!"—Ned Barnett, CEO of Barnett Marketing Communications, Barnett Literary Agency, author of 38 published books

So what are you waiting for? Join us in-person and/or online to start earning your Path To Publishing MBA in Publishing. For questions, email info@pathtopublishing.com.

FOR QUESTIONS PLEASE CONTACT US AT INFO@PATHTOPUBLISHING.COM