



## 2020 Main Course Instructor

### Joylynn Ross



Joylynn M. Ross, author of *Act Like an Author, Think Like a Business: Ways to Achieve Financial Literary Success*, is a 22-year literary industry professional. She's written in multiple genres under the names Joylynn M. Jossel, JOY, E. N. Joy, and N. Joy. She's currently the main instructor at the "Act Like an Author, Think Like a Business" Conference held every September in Las Vegas, Nevada. In addition to being a certified literary instructor and verified literary consultant, Joylynn is the instructional content expert for all Path To Publishing course curriculum. She's also the Head of Student Services for the Path To Publishing DIY MBA in Publishing Program.

"After self-publishing my third book," Joylynn recalls, "I lost sleep trying to figure out ways to make money with my books. My bank accounts were negative. I'd cry just thinking about all the things I could have done with those NSF charges I was handing over to the banks (or rather that the banks were taking from me). I'd maxed my credit cards out paying for services to produce, market, and promote my books. I weighed more than my credit score, so I couldn't take out any loans. I'd borrowed and begged from all the friends, family, and strangers that I could. I even found myself in that dark, vicious cycle of going from one check cashing and cash-advance business to the next; paying those outrageous loan fees and interest rates. It got to the point where I was robbing Peter to pay Paul, and when Peter had nothing left for me to take, I found myself drowning in debt . . . and the feeling of failure."



# Path To Publishing

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Joylynn was working hard. She was making money with each book sale, just not a profit. Not only that, but not understanding that although writing may have been her passion, love, ministry, and an art, publishing was a business. And regardless of how passionate she was about writing, her bill collectors didn't take passion as a form of payment. So, if writing was something she desired to do all day every day, she needed to figure out how to get paid to do it. And that's exactly what she did. And now, through her annual conference, literary consulting, and online courses, she teaches others how to do it as well.

Joylynn ended up selling 12,500 copies of her third self-published book. With her guerilla style marketing tactics, she created such a buzz that she ended up landing a three-book deal with a major publishing house in New York as well a book deal with an indie press, her advances combined totaling well into six figures.

"I know there are authors out there losing sleep at night trying to figure out how to create a literary legacy for the world and how to build a literary empire for their family; how to achieve both literary and financial literary success," Joylynn states. Today, Joylynn makes finding solutions for the reasons that keep writers and authors up at night the reason that gets her up in the morning. She's a well-respected literary force and resource that you can learn more about at [www.pathtopublishing.com](http://www.pathtopublishing.com) and [www.joylynnMross.com](http://www.joylynnMross.com).