



Think Like a Business
pathtopublishing.com/conference

6th Annual Act Like an Author, Think Like a Business Conference in Las Vegas, Nevada

Join Master Literary Educator and Publishing Coach, Joylynn M. Ross, at the Premier Publishing Conference in Las Vegas!

Connect, collaborate, and form REAL-ationships with fellow literary artists, content creators, and publishers while learning all 6 aspects (and every single step of those aspects) of the publishing process.

Learn how to leverage and monetize your story (your book, testimony, message) by making it a business/a product of your business or literary career.

*Seats are limited to 30 to allow for more one-on-one instruction, meaning **ALL** seats are VIP this year!*

JULY 13 & 14, 2023
Hampton Inn & Suites
Las Vegas South





Whether you are a first-time PTPCON attendee, repeat attendee, attending in person or attending online, because you’ve registered for the Path To Publishing “Act Like an Author, Think Like a Business” 2023 Conference, you are an official Pathfinder!

Allow me to define exactly what a #Pathfinder is. At Path To Publishing, we’ve formed a powerful literary community where we are creating literary legacies while supporting and contributing to the literary arts. We’re not just writers and authors writing, publishing, and selling books and publications. We are literary architects building literary empires. This wonderful group of authors, publishers, social media experts, marketers, journalists, film producers, poets, event speakers and planners, actors, musicians, bloggers, vloggers, podcasters, clergymen and more are recognized as Pathfinders.

In military organizations, a pathfinder is a specialized soldier inserted and dropped into place in order to set up and organize drop zones for ground unit commanders. At the end of that path is where you will find the Path To Publishing community and tribe—Literary Ground Commanders. Pathfinders operate from the same blueprint (the curriculum you receive at the conference). We are here not just pointing those on their literary journey in the right direction, but we are here willing, ready, able, and equipped to make sure they reach their final destination of which their literary dreams, visions, and goals await.

Pathfinders are authors, writers, publishers, and individuals with a message to share who know the worth of their intellectual property. This group—this literary tribe, unit and family—has the Ground Zero capability to be the most impactful literary unit in the world!

After doing one-on-one literary consulting and publishing coaching for so many years, and seeing the amazing results of my clients who were writing and publishing their books in excellence as a result, I knew I had to do something that would enable me to reach a larger number of people at one time so I could help them do the same. So, in 2016 the idea to host a conference that could serve as a platform to teach and reach the masses was born. For an entire year I mapped out on paper what the conference would look like and what it would entail, and then for another year I started the actual planning; taking what was on paper and putting action behind it. In 2018 the first Path To Publishing “Act Like an Author, Think Like a Business” Conference was held. Needless to say, that was only the beginning of the vision, as when it comes to literary success and financial literary success, we Pathfinders are just getting started! The fact that we are now in year six of the conference is proof.

Pathfinders, you are the reason why this conference even exists. PTPCON may have been birthed in my mind, but you give it life. You show up in position; both ready to learn and ready to teach. More importantly, you show up ready to do the work. So, for these next few days, let’s work together as a team to get the win, the win being achieving our own personal measure of success. The path to publishing books isn’t a joyride, it’s a journey, a journey you shouldn’t travel alone, which is why we’re on this journey together. Because, remember, individually we make a difference, but together we make an impact!

—Joylynn M. Ross
CEO & Founder of Path To Publishing

How to make the most out of the “Act Like an Author, Think Like a Business” 2023 Conference

The “Act Like an Author, Think Like a Business” Conference enables attendees to connect with one another prior to the conference in the Path To Publishing private Facebook group. That way, when attendees, AKA #Pathfinders, attend the conference, they recognize some of the other attendees and they, too, are recognizable to others. Even though there may be people you met online that you want to connect with, be open to meeting new people. Perhaps you hooked up with some individuals at previous conferences and you’ve been like peas in a pod. Don’t be afraid of hopping out the pod.

Get to know and connect with people that are a different age, sex, size, and race from you. If you’re Black, go greet or hang out with a white person. If you’re 70, converse with the millennium. If you showed up in your golf shirt and khakis, go sit with the suits. Think outside your culture, income, sex, race, etc. But more importantly, think outside of yourself so that you don’t end up by yourself. As the saying goes: Two authors are better than one.

For some of you, there may be a time zone difference and/or you may be suffering from jetlag. Heck, for some of you the excitement of the conference may have kept you up all night, so you may be feeling tired. Try your best not to go back to your hotel room and sleep during the breaks, as these are prime opportunities to network and even meet new people.

With the exception of Joylynn’s daily opening and closing remarks, we kindly ask that you do not record any of the actual instruction sessions on cell phones, tablets, etc., And please refrain from taking pictures of the presentation slides. Everyone taking part in the conference made a financial investment to receive the information that is being delivered, so let’s not share it freely to the public. In addition, professional recordings of the conference curriculum are available for purchase, as well as digital access to the curriculum slides and a hardcopy version of the slides. They can be purchased at www.PathToPublishing.com/conferencestore.

By all means, we want you to have photo and recording opportunities, so please visit the step and repeat banner, take selfies, take pics with other attendees, post pics on your social media platforms, and go live with your own testimonial and experiences during breakfast, the breaks, and lunch. Use #PTPCON23 on all the social media platforms. And more importantly, use safety. Take pics with your fellow Pathfinders, but make sure you have your mask on if you are still practicing COVID-19 safety measures.

Also, be clear about what you want to take away from this conference, and then be intentional about taking it. If something you wanted information on wasn’t touched upon during the presentations, then take advantage of the Q&A to ask. Do not walk away from this conference without getting the answers and information you came here to receive.

Last, but definitely not least: Have fun!





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PRESENTS

“Act Like an Author, Think Like a Business” 2023 Conference Agenda



Think Like a Business[®]

Each Morning: 8:30 a.m. – 9:00 a.m. Registration

(If you are a guest at the host hotel, they offer a free breakfast)

9:00 a.m. Daily Main Session Conference Instruction Begins

GENERAL SESSION SCHEDULE

8:00 a.m. Breakfast for Host Hotel Guests

8:30-9:00 a.m. Registration

9:00 a.m. 10:30 a.m. General Session

10:30 a.m.-10:45 a.m. Break

10:45 a.m.- 12:15 p.m. General Session

12:15 p.m.-1:15 p.m. Lunch (On Your Own)

1:30 p.m.-3:00 p.m. General Session

3:00 p.m.-3:15 p.m. Break

3:15 p.m.-4:45 General Session

4:45 p.m.-5:00 p.m. Q & A (Main Instructor will stay until ALL questions are answered)

Your Main Conference Instructor



Joylynn M. Ross, author of *Act Like an Author, Think Like a Business: Ways to Achieve Financial Literary Success*, is a 25+-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 annually 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.

Joylynn has served on almost every corner of the literary industry map as a literary agent (landing her clients book deals with Kensington, Simon & Schuster, Urban Books, etc.), an editor (both freelance and for publishing houses), and a ghostwriter, (both freelance and for publishing houses). Having been on every corner of the literary map as a developmental editor and former acquisitions editor as well, Joylynn is one of the best literary and publishing experts in the business!

Writing Christian fiction under the name BLESSEDselling Author E. N. Joy, Joylynn is most known for her 14-book “Divas” series, which has been coined “soap operas in print.” Her children’s book, *The Secret Olivia Told Me*, written under the name N. Joy, received the American Library Association Coretta Scott King Honor, book club rights were acquired by Scholastic Books, and the book has sold over 100,000 copies to date.

Joylynn is a National Bestselling Author whose title, *If I Ruled the World*, earned a book blurb from Grammy Award-Winning Artist, Erykah Badu. *An All Night Man*, an anthology she penned with New York Times Bestselling Author Brenda Jackson, earned the Borders Bestselling African American Romance Award. Her Urban Fiction title, *Dollar Bill*, appeared in Newsweek and has been translated to Japanese.

Today, as a literary consultant, publishing coach, and self-publishing companion, Joylynn chauffeurs authors toward literary and financial literary success, while helping business owners and entrepreneurs use books and publications to scale their business, as well as validate CEOs and experts in their perspective areas and fields.

You can learn more about Joylynn and Path To Publishing by visiting www.PathToPublishing.com and www.joylynnMross.com. You can also visit her author pages at www.enjoywrites.com and www.joylynnjossel.com.

Path To Publishing DIY MBA in Publishing 60-Hour+ Program



Did you know the Path To Publishing "Act Like an Author, Think Like a Business" Conference doubles as a DIY MBA in Publishing Program (<https://www.pathtopublishing.com/mba-in-publishing-60-hour-program>)?

Whether you attend the conference in person or take the courses online, you have the opportunity to earn your MBA in Publishing.

If you want to run your own publishing company to publish the works of others, or simply 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 to your other accolades and successes will add value and trust to your already thriving literary business or writing and publishing career.

Whether you attend the conferences live or you purchase conference curriculum in our online conference store (www.pathtopublishing.com/conferencestore), you can take the 60 hours+ needed to earn your MBA in Publishing. The teachings from at least two separate conference years plus five online sessions bridging those conference teachings must be completed along with five actionable and written assignments.

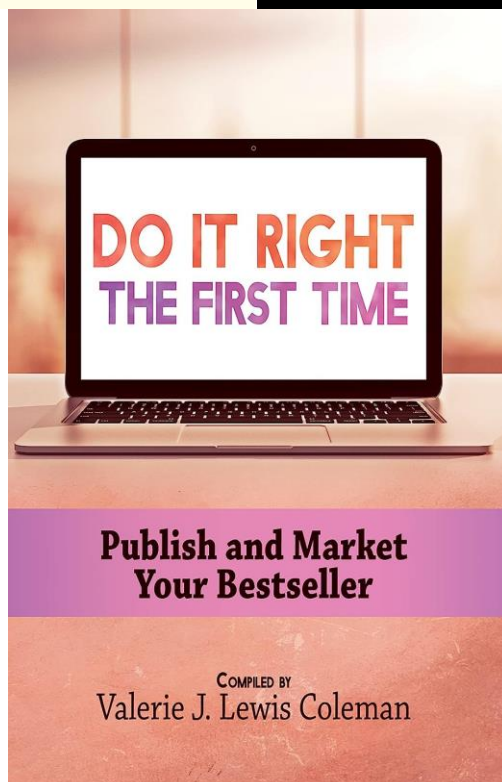
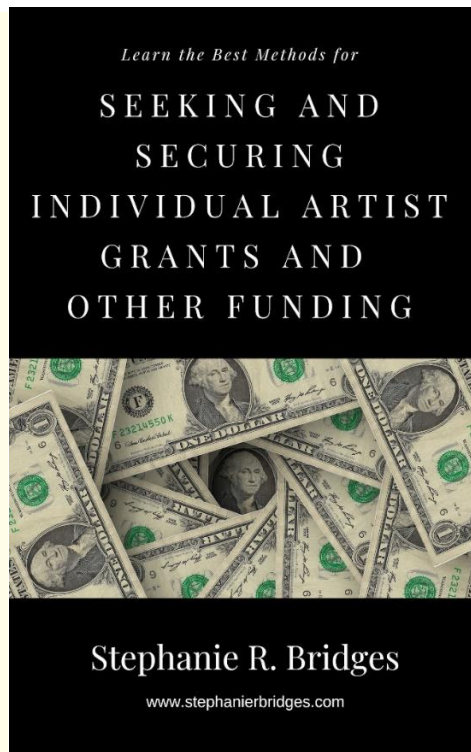
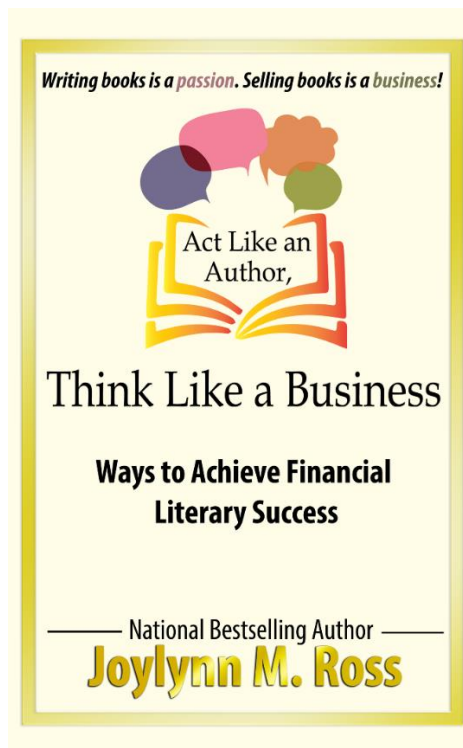
Even though the "Act Like an Author, Think Like a Business" Conference doubles as an MBA in Publishing Program, that doesn't mean you have to sign-up to earn one. No, you can still attend the conference with the sole purpose of learning how to publish in excellence, turn your book into a business, and create multiple streams of income to sustain your book business. But even if your goal isn't to receive an MBA in Publishing, but instead, to publish in excellence and learn tactics, techniques, and strategies to help you achieve literary and financial literary success, then you are welcome to email MBAINPublishing@pathtopublishing.com to request access to the five pre-recorded online sessions, as well as the dozens of elective courses made available to the MBA in Publishing students.

The Path To Publishing MBA in Publishing Program is currently not accredited through a college or university, but 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 DIY MBA in Publishing 60-Hour+ Program provides professional accreditation by the Path To Publishing Advisory Board, who combined have over 75 years of experience in publishing and the literary industry. And when it comes to publishing in excellence and publishing success, Path To Publishing raised the bar, set the bar, and now we are the bar!

To make sure you are on the roster to be a part of the 2024 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 purchased the curriculum online to MBAINPublishing@pathtopublishing.com or visit <https://www.pathtopublishing.com/mba-in-publishing-60-hour-program>, where you'll also find the link to the free orientation as well as FAQs about the program.

Path To Publishing DIY MBA in Publishing 60-Hour+ Program REQUIRED COURSE READS

Whether you plan on working toward your MBA in publishing or not, the three required course curriculum reads should be a part of your author toolkit.



Titles on sale at the conference

Don't forget to visit the Path To Publishing Conference Store



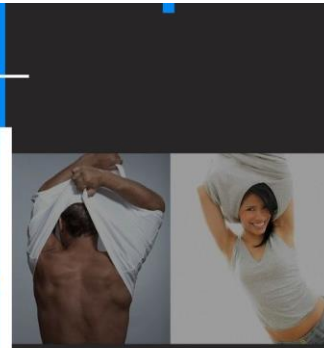
Get your “Act Like an Author, Think Like a Business” T-shirt, tote, as well as some other literary goodies!



TOP THAT! THE SHIRTS OFF OUR BACKS

Every September, Path To Publishing hosts the "Act Like an Author, Think Like a Business" Conference. Part of the conference instruction and curriculum is focused on building supplemental, residual, passive, and disposable income (as well as generational wealth) with our intellectual property (such as our books, publications, courses, speaking skills, expertise, thoughts, ideas, concepts, etc.). Not simply so that we can be rolling in dough, but so that we can be free and experience freedom: financial freedom and time freedom, which enables us to be free to give both our money and our time. In life, you can't give what you don't have, and you can't make a withdrawal on something you didn't deposit. If you want others to invest in you or be willing to give you the shirt off their back, then you have to be willing to do the same.

With the "Top That! The Shirts Off Our Backs" program, each conference attendee is encouraged to bring a top or shirt (used or new) that will, in turn, be donated to Assistance League Las Vegas (ALLV). ALLV has not only been recognized as the best thrift store in Las Vegas, but it takes every dime made at the thrift store, and purchases brand new clothing for children in need. It's an honor for Pathfinders to be able to donate to such an amazing organization.



To learn more about and donate directly to ALLV, visit their website at www.allv.org



Read It and Reap!

Pathfinders are encouraged to donate their own books--children or adult, new or gently used-- from all genres. These donations are then delivered to Spread the Word Nevada, an organization with a literacy driven purpose and mission that serves children of the schools they adopt, as well as their siblings and adult family members, by providing new and gently used books. Youth books are distributed to the children, while adult books are either distributed to adult family members through several of Spread the Word Nevada school year and summer programs, or sold under their account on Amazon, where the earnings are then used to purchase books for the children.

It only made sense to partner with an organization whose mission Path To Publishing and Pathfinders could directly complement.

To learn more about Spread the Word Nevada, visit their website at <https://spreadthewordnevada.org>

After the conference, we’re still here to support you!



You will receive a great deal of information at this conference. And honestly, you may even feel as if you have a long road ahead of you when it comes to putting this information to use. If you subscribe to the Path To Publishing newsletter (<https://pathtopublishingnews.ck.page/join>) then you know that even more information is on the way.

The path to publication, the path to literary success, and the path to financial literary success is no joyride. It’s a journey; one you shouldn’t travel alone. Well, you’re not alone.

As part of your conference registration, you received access to the Path To Publishing private Facebook group. This is where the official #Pathfinders network and share information, tips, expertise, experiences, efforts, and details of our literary journey!

The majority of members are either current or past registered attendees of the Path To Publishing “Act Like an Author, Think Like a Business” Conference, or a Path To Publishing private student/client who has purchased online courses or consulting services. But every member is traveling along their literary journey, which means we’re all on this journey together. Inside this group is where we support and nurture one another. It’s where we inspire and incite one another, even if it means a kick in the pants to get you moving and pressing toward your goals.

Your conference instructor, Joylynn M. Ross, is the admin. From time to time, Joylynn as well as other literary industry professionals and experts may join the group for scheduled chats, discussions, and Q&A's.

This group operates under the “Quality of Sharing” code and conduct, which means we are not afraid to share helpful information and resources with our fellow #Pathfinders (this doesn’t include dropping links to promote our books and events unless they are resources to help other pathfinders along their literary journey). So, no matter where you are on your literary journey, don’t be afraid to share or ask questions inside this group. If you haven’t already joined, jump on Facebook now, put “Path To Publishing Private Group” in your search bar or (<https://www.facebook.com/groups/1677287885678142>), then request to “join the group.”

Have a safe trip back home, get some rest, then get ready to work! We’ll see you inside the group!

Not many company CEOs will make time or take time to work inside the company, as most business coaches and gurus are shouting from the mountain tops to "work on your business, not in it". Well, Joylynn didn't build a six-figure business (on its way to seven) doing what everybody else does. As a matter of fact, Joylynn is known for doing exactly what everybody else doesn't do. That's what makes both her and the Path To Publishing team stand out.

6-Month Paid Mentorship by Joylynn M. Ross

Do you want a chance to learn how to achieve writing and publishing success from a Master Literary Educator as part of a program that addresses your specialized goals and areas in need of direction?

If you said "yes!" then this program is for you. Check out the caption for more information.



PathToPublishing.com

Register for the 6-Month Group Literary Consulting Program now at <https://www.pathtopublishing.com/mentorship-program> so that Joylynn can help you take what you knew prior to the conference, what you learned during the conference, and implement and execute it accordingly so that you can achieve your literary dreams, visions, and goals!

Frankfurt Book
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10/18-22/23

YOUR BOOK SHOULD BE THERE

publishers from 235 Countries

250,000+ Attendees

Novel translation

starting at \$279

Ladies@andwethought.Com

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