



CONFERENCE DOUBLES AS
A DIY MBA IN PUBLISHING!

Act Like an Author THINK LIKE A BUSINESS

THREE-DAY CONFERENCE

LAS VEGAS, NV
SEPTEMBER 17-19, 2020

WRITING • EDITING • PUBLISHING
MARKETING • BRANDING • GRANTS
NEW STREAMS OF INCOME & MORE!

MAIN INSTRUCTORS:

Joylynn M. Ross
CEO and Founder
Path To Publishing

Norma Mclauchlin
CEO & Founder of
Chosen Pen Publishing



[PATHTOPUBLISHING.COM/CONFERENCE](https://pathtopublishing.com/conference)

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” 2020 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, 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, 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 three 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 three days, let’s work together as a team to get the win, the win being achieving our own personal measure of success. Because remember, the path to publication 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” 2020 Conference

The “Act Like an Author, Think Like a Business” Conference enables attendees and presenters to network 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.

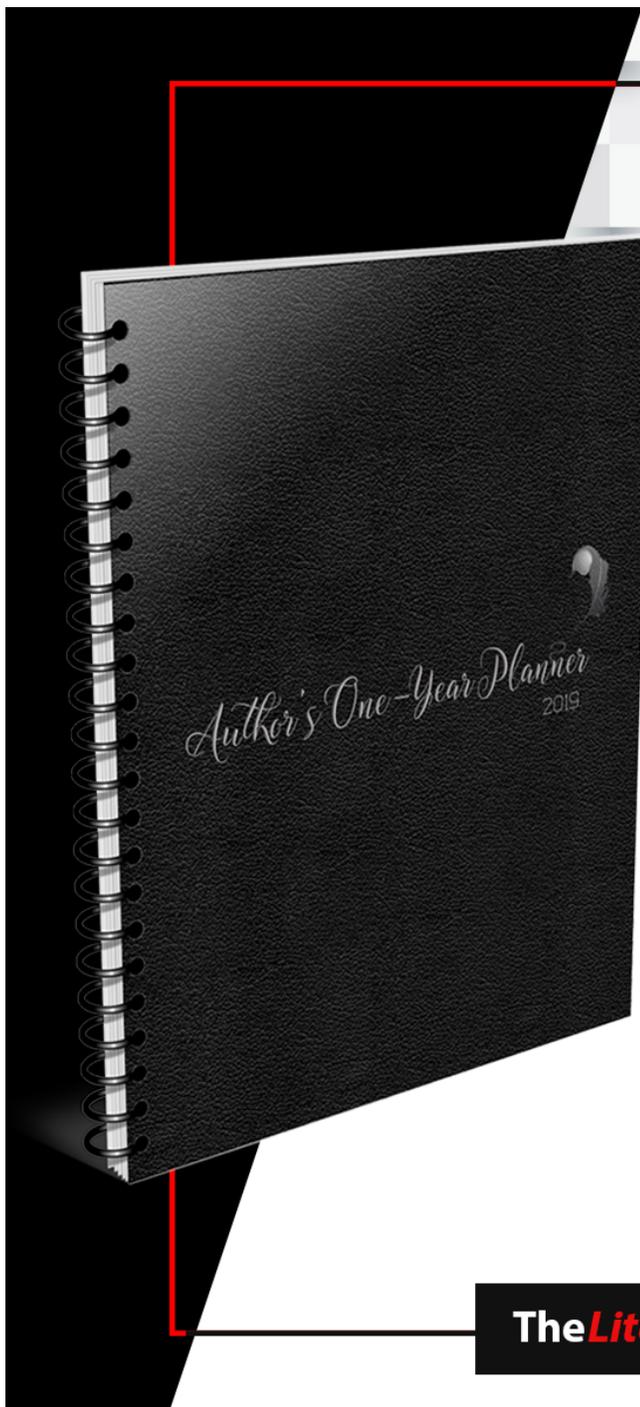
With the exception of Joylynn’s daily opening and closing remarks, we kindly ask that you do not record any of the actual instruction sessions on cell phones, tablets, etc., And please refrain from taking pictures of the presentation slides. Everyone taking part in the conference made a financial investment to receive the information that is being delivered, so let’s not share it freely to the public. In addition, the conference is being professionally recorded for re-sale for those who couldn’t attend live.

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 #PTPCON20 on all the social media networks. And more importantly, use safety. Take pics with your fellow Pathfinders, but make sure you have your mask on and are practicing social distancing. The last thing we want is for the internet to be filled with images of Pathfinders NOT adhering to COVID-19 safety measures. That’s not something you want to be labeled as individually, and it’s certainly not the look or message we want for the conference, as our staff and team have taken great measure, precautions, and practices to ensure everyone’s safety and health.

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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“Act Like an Author, Think Like a Business” 2020 Conference Agenda



Think Like a Business®

Each Morning: 8:00 a.m. – 8:45 a.m. Registration & Breakfast

8:45-9:00 a.m. Welcome by Path To Publishing CEO & Founder, Joylynn M. Ross

GENERAL SESSION

Day One: Building Your Book From the Ground Up (step-by step instruction of the self-publishing process)

Day Two: Building Your Literary Business from the Ground Up (teaching authors and writers how they should be operating as a business)

Day Three: Turning Your Book Into a Business (teaching writers/authors how to earn money beyond book sales by creating multiple streams of income).

“Act Like an Author, Think Like a Business” Conference Schedule BREAKOUT SESSIONS

Thursday 9/17/20

Registration & Breakfast 8:00 a.m. - 8:45 a.m. (Breakfast served in hotel dining area)

8:45 a.m. Opening Remarks in 7 Hills Conference Center

9:00 a.m.-10:30 a.m. Ned Barnett with Barnett Marketing Communications “Write a Selling Bio” (instead of a resume of accomplishments, make your bio relevant to the reader)

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

10:45 a.m.-12:00 p.m. Jevon Bolden with Embolden Media Group "Get Published: Seven Secrets to Getting Your Manuscript Published"

12:15 p.m.-2:15 p.m. Lunch with Librarians Networking and Discussion Panel

2:30 – 3:45 p.m. Gregory Vilfranc with Franc Village Studios “Audio Books: Producing with a Narrator or DIY”

3:45 p.m.-4:00 p.m. Break

4:00 p.m.-4:45 p.m. Dr. De’Andrea Matthews with Claire Aldin Publications, LLC “Hybrid Publishing: A New Path to Literary Success”

5:00 p.m. Close Out in 7 Hills Conference Room

Friday 9/18/20

Registration & Breakfast 8:00 a.m. - 8:45 a.m. (Breakfast served in hotel dining area)

8:45 a.m. Opening Remarks in 7 Hills Conference Center

9:00 a.m.-10:30 a.m. Norma McClatchlin with Chosen Pen Publishing "Make New Money with an Old Book: Successful Book Relaunch"

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

10:45 a.m.-12:00 p.m. Author Brandy Miller "Writing Problems into Profits"

12:15 p.m.-1:15 p.m. Lunch

1:30 p.m.-3:00 p.m. Antrina Richardson with BookedRight Editing Services "Let's Edit: A Real Time Virtual Editing Session"

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

3:15 p.m.-4:45 p.m. Internet Marketing Specialist Chenoa Jimenez-Vilfranc "Out of the Box Marketing Techniques"

5:00 p.m. Close Out in 7 Hills Conference Room

Saturday 9/19/20

Registration & Breakfast 8:00 a.m. - 8:45 a.m. (Breakfast served in hotel dining area)

8:45 a.m. Opening Remarks in 7 Hills Conference Center

9:00 a.m.-10:30 a.m. Dr. Rhonda Lawson with World Image Solutions "How to be the perfect interviewer/interviewee"

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

10:45 a.m.-12:00 p.m. Attorney Amanda Stevens "Brand Protection: Trademarks, Trade Names, & Trade Secrets"

12:15 p.m.-1:15 p.m. Lunch

1:30 p.m.-3:00 p.m. Author and Writing Instructor Danielle Smith "The Art of Storytelling "

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

3:15-4:45 p.m. "Diversity in Writing & Publishing" Presented by Henderson Writers Group

5:00 p.m.-6:00 p.m. Excellence in Publishing Awards/MBA in Publishing Recognition Ceremony: Commencement Address by Cozy Stone.

Subject to change

Breakout sessions are designed for repeat conference attendees, as they go more in-depth on subjects taught in the main sessions.

Hampton Inn & Suites & The Seven Hills Conference Center

DISCLAIMER: (Path To Publishing & the Act Like an Author, Think Like a Business conference is not responsible or liable for any issues with hotel accommodations. Hotels are responsible for and should be notified directly of any negative issues with guest rooms and/or common areas. Any refunds, credits, room changes are at the sole discretion of the host hotel and NOT Path To Publishing or the Act Like an Author, Think Like a Business conference or their owner, employees, contractors or subcontractors.)



Your “Act Like an Author, Think Like a Business” 2020 Conference Mistress of Ceremonies

Earth O. Jallow is the owner of Down to Earth Public Relations, Inc., a Central Ohio Company that specializes in publicity and marketing for authors, motivational speakers, and creative entrepreneurs. Since 1997, Ms. Jallow has been committed to providing her clients with the very best in marketing and public relations.

A graduate of Youngstown State University and Columbus State Community College with a degree in Communications and Marketing respectively, Ms. Jallow has been a part of the literary industry for over 20 years, with proven results through her company’s award-winning list of world-renowned clients.

Down to Earth Public Relations, Inc. has represented some of the world’s finest authors, publishers, music artists, and motivational speakers, to include leading motivational speaker **Les Brown**, international urban publishing company **Triple Crown Publications (CEO & Founder, Vickie Stringer)**, international best-selling authors **Nikki Turner** and **Shannon Holms**, The Relationship MD **Dr. Alvin Pelt**, and radio personality and author **Khari Enaharo**.

Ms. Jallow produced **The Literary Feast**, which is an exclusive intimate literary event that features a select number of vendors, live music, art, and literature all in one setting. This event became one of the signature events for Path To Publishing CEO and Founder, Joylynn M. Ross.

Ms. Jallow is also a workshop-instructor and lecturer, speaking on a variety of topics dealing with the publicity and marketing portion of the literary business. Her speaking points range from “Why do you need a Publicist?” to “Marketing 101”.



Your Main Conference Instructor Joylynn M. Ross & Norma McLauchlin



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.”

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 and www.joylynnMross.com.

Norma McLauchlin



As founder and CEO of Norma McLauchlin Global Ministries and Chosen Pen Publishing, Norma McLauchlin, fondly known as “First Lady” in and around her community, inspires others to embrace spiritual change and live more fulfilling lives. Speaking from the heart of her own experiences as a wife, mother, co-pastor, and administrator, First Lady has the unique ability to connect with individuals from all walks of life.

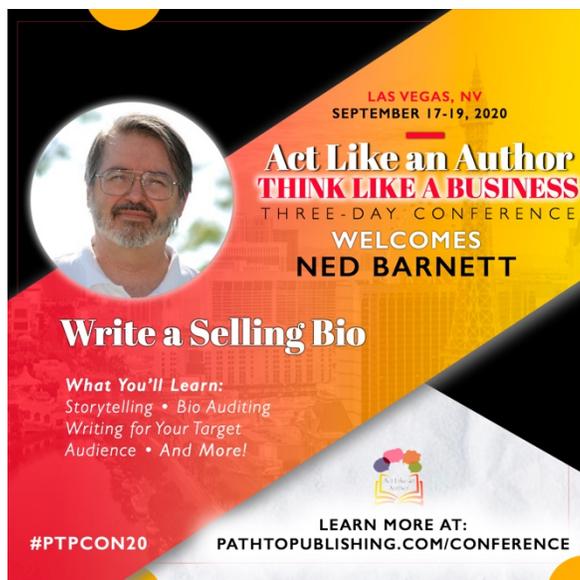
Chosen Pen Publishing and the books published under the company are just two vehicles she uses to encourage others to access the tools necessary to bring about the transformation that will help them realize their potential.

After earning a Bachelor of Science in Business from Fayetteville State University, Master of Leadership from Central Michigan University, Master of Business Administration from Virginia Technical and State University, and Doctor of Education from North Carolina State University,

First Lady embarked on a career in higher education where she was highly successful in impacting the lives of her students academically and spiritually.

Your Expert Presenters

NED BARNETT



A member of the Las Vegas Writers Group and Henderson Writers Group, Ned Barnett is an author whose first book was published in 1982. He's a ghostwriter who's written a dozen ghost-book projects, an ad copywriter, speech writer, a book promotion expert who's worked with dozens of authors and six publishing companies, a writing coach, as well as a former literary agent. With his experience, Ned helps business owners, consultants, private-practice professionals and others create books that boost their book of business, while helping them gain media coverage.

As a PR and marketing pro, Ned has in-depth experience helping clients capitalize on their strengths and solve their problems in the areas of media public relations (writing, pitching, strategizing), social networking, Investor Public Relations, advertising, fundraising, strategic planning and marketing fields. For over 40 years, Ned has been a journalist (magazine

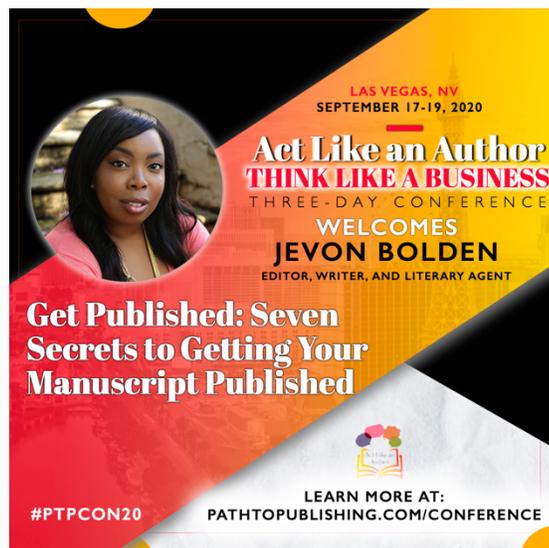
and trade paper editor), a PR executive and marketing consultant, a crisis manager, an investor relations consultant, and has worked in market research (especially focus groups and online research).

Ned specializes in using skilled and focused marketing communications to solve his clients' problems. He's written ten books in his field, and for his clients, he's ghostwritten that many more. Ned has taught at three universities and has won all the major national awards, accreditations and other honors. But primarily, he's provided exceptional service to clients who expect--and receive--the very best.

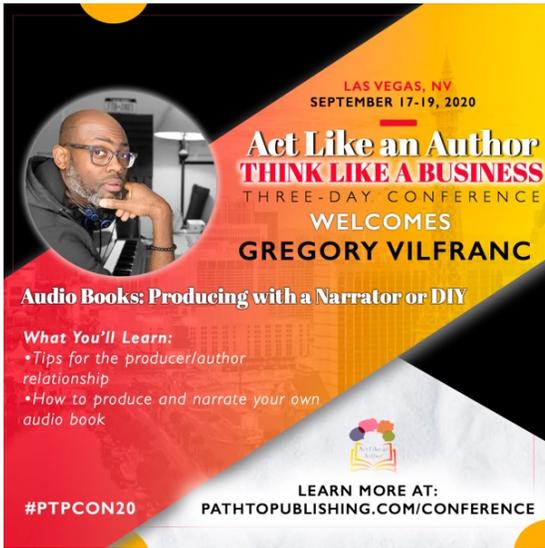
JEVON BOLDEN

Best-selling editor, writer, and literary agent, Jevon Bolden, is CEO of Embolden Media Group.

In her sixteen-plus years in publishing, Jevon has worked as senior acquisitions editor for adult nonfiction at Charisma House and as senior editor for children's nonfiction at Scholastic. Now a free agent, having launched her own firm in late 2017, Jevon shares the best of what she knows with passionate and creative people who desire to publish exceptional books.



GREGORY VILFRANC



Gregory Vilfranc is an audiobook producer originally hailing from Brooklyn, New York. He’s also an accomplished score composer, sound designer, and audio engineer for film, TV and games. His list of clients and connections includes (but isn’t limited to), Audible, MTV, Apple Books, Aspire TV, Amazon Kindle, Lifetime Networks, Google Play, Audiobooks.com, VH1, and more! His music has been featured on hit TV shows like *Love & Hip Hop*, *Leann & Eddie*, *Unsung: Switch*, *Black Inc Crew*, *Keeping Up with the Kardashians*, and several others. He’s partnered with Audible studios for years as an audiobook editor and mastering engineer on major titles like *Sports Illustrated: Great Football Writing*, *Time Magazine: 85 Years of Great Writing*, *Neil Gaiman’s Land of Laughs*, *Lincoln’s Dreams* and his first title exclusive to his company, *Simple Prayers for Swift Results*.

His company, Franc Village Studios, has formed major partnerships with independent book publishers and author coaches (which include the incomparable Path To Publishing) and has secured three major upcoming book titles of his own, to be released under the Franc Village Studios umbrella before the end of 2020. Running what he calls a pandemic proof business, he’s re-partnered with Audible Studios as a composer, sound designer, and engineer for their amazing Audible Originals project: a series of documentary style podcasts and stories that are sure to create a deep impact in the world of audiobooks. Gregory has also landed a major deal with Florida Film House, an upstart film production and distribution company based in Miami, strategically positioning Franc Village Studios as the exclusive post production audio facility for the entire company. He’s also working tirelessly to form Franc Village Academy, where he intends to form curriculum to support filmmakers, voice actors, as well as audio engineers and dialogue editors looking to break into the entertainment industry.

Gregory currently resides in Central Massachusetts with his wife Chenoa of ten years and their three young children. He cites his faith in God, devotion to his family, and passion for music and sound as the keys to his success.

Dr. De’Andrea Matthews

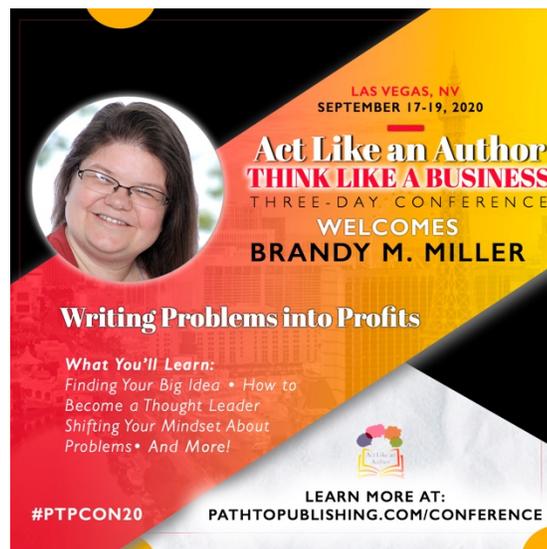
Dr. De’Andrea Matthews, a native of Detroit, Michigan, is the president and founder of Claire Aldin Publications, an award-winning hybrid publishing company that is a member of the Independent Book Publishers Association (IBPA) and is Better Business Bureau accredited. She has personally authored six books, four book chapters, and two academic articles. Dr. Matthews has published 12 books for various first-time authors in the three years that Claire Aldin Publications has been in business, and expects to release four additional titles this year. Dr. Matthews has been presenting at national and international conferences since 2013. She was previously a peer reviewer for the journal *Teaching and Learning in Medicine* and is a member of the Diversity in Organizations, Communities & Nations Research Network. Inspired to pave the way for many to grow spiritually and professionally, many lives will unquestionably be positively impacted by and through Dr. De’Andrea Matthews.



BRANDY MILLER

Globally recognized author, entrepreneur, writing coach, and business leadership strategist, Brandy M. Miller is the founder of the Writing Problems Into Profits movement where she helps aspiring authors claim their power as thought leaders and innovators while building successful businesses, as well as the Turning Problems Into Profits campaign where she helps low-income earners find and monetize the unique value they have to offer the world and connects them to wealthy investors looking to gain both financial and emotional ROI by using their money to transform lives, empower families, and liberate communities trapped by economic hardships using free enterprise principles.

Her signature program, Magnetic Leadership Training, helps organizations and individuals whose profitability and productivity is being negatively impacted by infighting and departmental divisions to use their common problems as tools to build bridges that turn adversaries into allies, end the infighting, and restore both productivity and profitability so leaders can stress less, get more done, and make a bigger impact.



ANTRINA RICHARDSON



Antrina Richardson is the CEO of BookedRight Editing Services. In 2018, she was the recipient of the Literary Jewels Best Editor Award. As Senior Editor, her passion is to take an author's work and help bring out the best their pen has to offer their readers. Antrina has taken numerous boot camp editorial classes with best-selling and award-winning author, Victoria Christopher Murray.

Antrina is married and the mother of three. She is also a WRP Promotions Diva, Avid Reader, and Book Reviewer.

For over thirty years, Antrina has worked at a private corporate law firm in New York City where she assists one of the country's leading litigators in both private and public sector. In her position there, her editing skills are constantly kept current.

Antrina (Mz Toni) is one of the Co-Hosts of the two-time award-winning BlogTalk Radio Show, *Let's Chat*. Through this outlet, Antrina enjoys sharing her love of the arts—literature, music, movies, stage, you name it. On *Let's Chat*, she loves meeting new as well as seasoned artists, because we can all continue to learn from each other.

Dr. Rhonda Lawson



Dr. Rhonda M. Lawson is the founder of Meet the World Image Solutions, LLC, a boutique public relations firm based in New Orleans, LA, and the award-winning author of *Cheatin’ in the Next Room*, *A Dead Rose*, *Putting It Back Together*, *Some Wounds Never Heal*, *Twylite*, and *Trust*, and contributed to eleven different anthologies, including *Second Chances*, *Crimes of Passion*, *Gumbo for the Soul*, *The Heart of Our Community*, *Surfacing*, *Heart of a Military Woman*, *The Color of Strength: Embracing the Strength and Passion of Our Culture* and *Keeping it Finer: What it Means to be a Finer Woman in the 21st Century*. She is also the host of the weekly talk show *Horizons With Meet the World Image Solutions*, which highlights and promotes authors, entertainers, and entrepreneurs.

Rhonda is a 23-year Army veteran, having served during Operation Enduring Freedom, Operation Iraqi Freedom and Operation New Dawn. Rhonda's career as a Soldier-journalist has also taken her to various parts of the world, including Japan, Hawaii, Korea, Afghanistan, and Egypt. Her work has appeared stateside in various Army and civilian publications, including *Soldiers Magazine*, *The Seattle Times*, and *The Army Times*.

Although she has been writing since the age of 12, Rhonda's journalism career began at Loyola University in her native New Orleans, Louisiana, where she served a short stint on the campus newspaper. When she left college and joined the Army in 1994, she continued her journalism career. Throughout her career, she edited various military publications, earning a number of awards, including the 1997 Training and Doctrine Command Journalist of the Year. She also taught journalism for two years at the Defense Information School, and serves as an adjunct professor for the University of Maryland University College-Europe.

She is currently the National Director of Publications for Zeta Phi Beta Sorority, Inc., the 2nd Vice President and Outreach coordinator for Zeta Phi Beta Sorority, Inc, Alpha Gamma Zeta chapter, and the Literary Correspondent for the National Black Book Festival, which takes place in Houston each October. She holds a Bachelor of Arts in Communication Studies from the University of Maryland University College, a Master of Human Relations from the University of Oklahoma, and a Doctorate in Business Administration with an emphasis in Organizational Leadership from Northcentral University.

Rhonda values education and literacy, leading her to found the Black History Month New Orleans Literary Weekend in February 2017 to celebrate Black History while promoting literacy. Additionally, she launched the Meet the World Image Solutions Eighth and Ninth Grade Essay Contest in February 2018, and will launch the Meet the World Image Solutions Scholarship Fund in April 2020. Rhonda also added playwright to her repertoire in 2018, when she adapted *Cheatin’ in the Next Room* into a stage play. She plans to turn more of her books into stage plays in 2019, while still promoting the many authors who have trusted her with their publicity needs.

AMANDA STEVENS

Writers and authors, your writings and publications are not only part of your financial wealth and family wealth, but they are part of your legacy; a legacy that deserves to be protected.

When it comes to protecting our written legacy, we often only think of copyrighting. And a question almost all authors ultimately ask is whether they can copyright book titles. From those who aren't experts, we're given a flat out "No!" But from those who are, we are given options.

Amanda Stevens, President and In-House Counsel of Battle Born Capital, LLC, will be one of the experts at the "Act Like an Author, Think Like a Business" 2019 Conference, there to give you answers, options, resources, and assistance.

Ms. Stevens obtained her B.A. in Finance and International Business, as well as her MBA and JD from the University of Nevada, Las Vegas. After law school, Ms. Stevens worked at one of Southern Nevada's top civil litigation law firms, Bailey Kennedy. After realizing litigation was not her calling, Ms. Stevens is excited to be back in the entrepreneur space both as a business owner and advisor.

Ms. Stevens has extensive knowledge of small business from both a business and legal standpoint. Ms. Stevens can provide assistance on business plans, proformas, financing, business formation, contracts, regulatory and licensing, and Trademark issues.

Stop thinking about the price of the conference and think about the value of the conference . . . and the value of your books, publications, and business. What's it worth to you? Is it worth protecting?

If so, register now at www.pathtopublishing.com/conference.

DANIELLE SMITH

Danielle D. Smith has striven for years to give her all in every event of her life while enduring the hurt and pain of abuse—physical and mental—as well as rejection from her parents and family. All of this, at first, gave her a reason for a pity party, and later it became her strength, her reason "why". She used God's help to prove the doubters wrong and is now excelling as a mother of a beautiful daughter, a community leader, and a writing and publishing consultant to many who have stories and messages to share. Danielle is now taking on the task of using her role as an author beyond her book, *Yesterday's Tomorrow*, which was released in December 2016 under the pen name Danielle Seck.

Yesterday's Tomorrow is a first-hand account of Danielle's own suffering of abuse as a child. After finding the courage to speak out about the pain she endured, Danielle is now using her experience to inspire others to do the same. In

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WELCOMES
AMANDA STEVENS

What Can Be Protected?

What You'll Learn:
Trademarks • Tradenames
Service Marks • Patents
Copyrights • Trade Secrets
And More!

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LAS VEGAS, NV
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**Act Like an Author
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WELCOMES
DANIELLE SMITH

The Art of Storytelling

What You'll Learn:
•How to tell a story regardless of genre
•How to write to make an impact
•How to get unstuck from writers block

#PTPCON20

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November 2016, she was sworn in as a Guardian Ad Litem with CASA (Court Appointed Special Advocate). CASA was a safe haven for her as a child when she was removed from her home because of abuse and neglect. She is “for the child” and is excited to volunteer her time and be a voice for a child.

The “Don’t Be Quiet” movement’s mission is to help victims of child abuse and neglect, domestic violence, sexual assault, and suicide. In July 2019, Danielle turned her book into a short film that gives a visual account of her book and walks you through the challenge of going from victim to victor! As a result of the award-winning film, Danielle has been sought after by conferences and organizations across the map to teach authors how to do the same with their literary projects. In addition, Danielle is a passionate speaker that brings people together through shared experiences, taking away the struggle of beginning the healing process alone. In the summer of 2019, Danielle began a Writer’s Club in Ohio, and by the winter of 2019, she began offering classes online, teaching the art of storytelling. She has shared her expertise of writing, publishing, and turning a book into a film in cities across the country. Danielle’s efforts have not gone un-recognized, as a recipient of a number of awards as a literary artist and creator.

TONYA TODD



Tonya Todd is an author, actress, and Sin City cinophile whose sundry background ranges from content writer, to software programmer, to booth babe. With a cast of characters as diverse as her career, her fiction explores the infinite hues of what drives us all: relationships and desires.

In addition to serving as Henderson Writers Group’s Education Chair, Tonya coordinates their Dime Grinds program, a monthly author meet and greet which exposes local authors to the public via coffee house readings. She was named Hottest Creative Supporter in the 2019 edition of “25 Hottest” Magazine. Her work is found in NPR’s Desert Companion magazine and Tales from the Silver State IV.

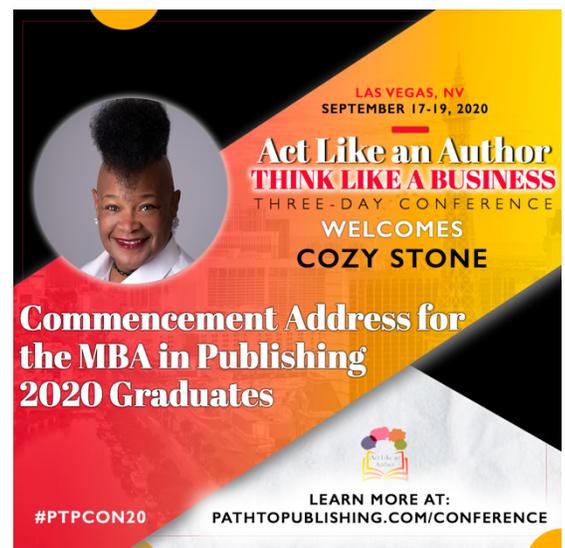
Inspired by the lack of diversity in literature, Tonya’s stories renounce tropes to transcend beyond black or white, good and evil, love or hate. As a reader, she’s yet to discover a satisfying narrative of mixed race characters or interracial couples; as an author, she aims to change that.

COZY STONE

This proud native New Yorker really lived up in Harlem, down on Broadway. Cozy Stone didn’t get it confirmed by her mom, but strongly believes that when the doctor slapped her at birth, she slapped him back. From her very first breath, Cozy has always had a sense of who she is and what she would accept in her life.

Raised by a strong, single mom who constantly impressed upon her “God bless the child that has her own” and “if you don’t like my life, you don’t have to live it,” Cozy let these mantras be her guiding stars.

As a teenager during the Civil Rights Movement, Cozy realized the value an education could and would make in the happiness



of her tomorrows. Her first goal was to get good grades and then proceed from there. Cozy looooooves thinking! She has mastered the art of removing logic and emotion from situations where clear thinking is necessary. This quality has served her in both her personal and business life.

Not actually having an absolute direction, Cozy simply set out to be the best human being she can be. There are no competitors in her life. She has never met anyone more important than herself. When asked by her closest friends to describe her in one word, here are just a few that she’s heard: fearless, treasure, kind, explosive, genuine, crazy, playful, honest, love, bold, strong, charismatic . . . and there are so many more words to describe Cozy.

She has been in the gym for more than 54 years, having professionally competed in bodybuilding. She opened her own gym to train women 40 and over to help keep them out of the doctor’s office. While the owner of her gym, she soon came to realize there was not a sports bra for the well-endowed woman, so she designed and patented one.

As the years have flown by and the character of our society has taken a turn, Cozy has decided she needs to give her love and compassion to our youth. Today, she can be found in the Clark County classrooms in Las Vegas, Nevada giving speaking engagements to fifth through ninth grade students about the importance of being their best selves – with getting an education being first and foremost. Her comedic background keeps the children listening attentively and fully engaged.

Her HumorVational Speaking program is called “Cozy Up and Pay Attention.” The premise of this program is for everyone to pay attention and be happy. In fact, one of the titles she has recently given herself is P.H.P. (Professional Happy Person). Cozy will readily admit to anyone within earshot that “No, I’m not special,” but she will not hesitate to tell you she is different.

With a former clientele that includes tennis pro Billy Jean King, singer Roberta Flack, former U.N. Ambassador Andrew Young, and actor Al Pacino, just to name a few, Path To Publishing is honored that Ms. Cozy Stone will be delivering the commencement address at the “Act Like an Author, Think Like a Business” 2020 Conference.

Lunch with Librarians Networking and Discussion Panel

Beverly Brown
Media Specialist at Parker High School LMS
Birmingham, AL

Jennifer R. Jost
Youth Services Librarian: Collection Development
Las Vegas, NV

Teresa L. Handleman
Adult Collection Development Librarian
Las Vegas, NV

LAS VEGAS, NV
SEPTEMBER 17-19, 2020

Act Like an Author
THINK LIKE A BUSINESS
THREE-DAY CONFERENCE
WELCOMES
LUNCH WITH
LIBRARIANS PANEL

#PTPCON20

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PATHTOPUBLISHING.COM/CONFERENCE

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?

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 now doubles as an MBA in Publishing 50-hour 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.

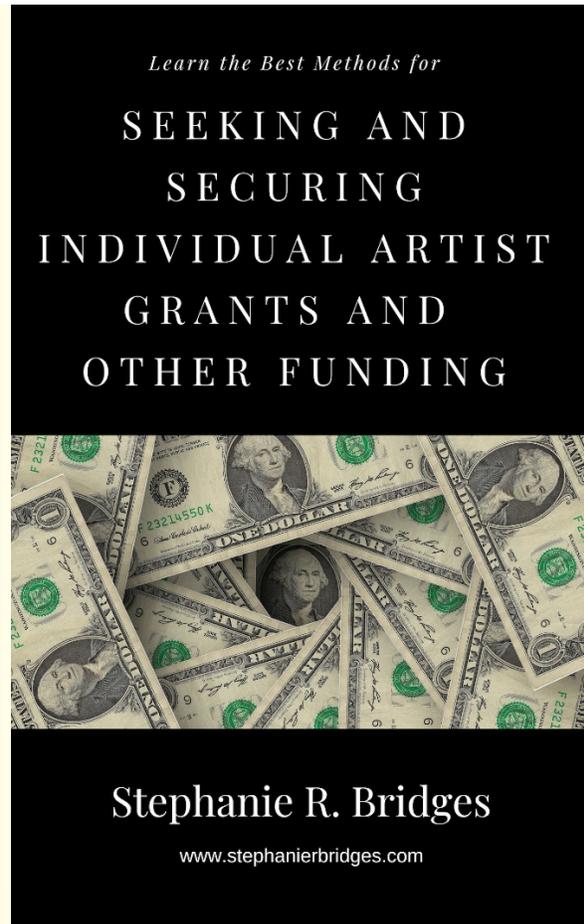
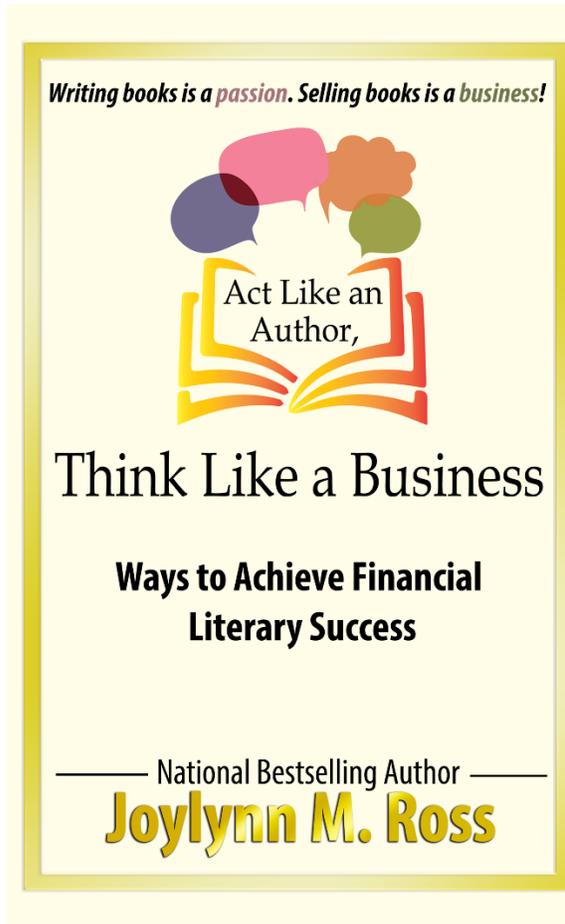
The Path To Publishing MBA in Publishing Program is currently not accredited through a college or university, but whether partnered with a college/university or not, the curriculum is created with excellence for the literary industry publishing professional by Path To Publishing's own CEO and Instructional 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 50 years of experience in 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 2021 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.

The advertisement features a woman in a checkered dress on the right side. On the left, there is text and images of course materials. The text reads: "You can learn the publishing process to simply publish your own works, or to start a publishing company . . . OR you can master it!" Below this, it says: "The Annual 'Act Like an Author, Think Like a Business' Conference now doubles as a DIY MBA in Publishing Program.™" There are four images of course materials (books or tablets) with titles like "Discover Your Publishing Business", "Publish Your Book Business", "Publish Your Book Business", and "Publish Your Book Business". At the bottom, it says: "To get the blueprint for both literary and financial literary success, register for the Path To Publishing online courses now!" and "PathToPublishing.com".

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 two required course curriculum reads should be a part of your author toolkit.



Sherron Elise on *Act Like an Author, Think Like a Business: Ways to Achieve Financial Literary Success*
5.0 out of 5 stars Insightful read!

May 28, 2019

Verified Purchase

"I really enjoyed this literary resource and started implementing many of the strategies suggested before I was even halfway through the book. I recommend this to authors that are in ANY stage of their writing career, whether a novice or a veteran."

"Attached to this email is a copy of a letter of a scholarship I recently won. It is to be used to publish my book. I am so excited and feel so blessed to have won the honor of this scholarship. I am applying for as many grants and scholarships as I can. I am looking forward to winning more. I didn't even know these opportunities existed until I heard Stephanie R. Bridges speak last year."—Conference Attendee and MBA in Publishing Grad, Carol Rodgers

Both titles on sale at the conference



**Take advantage of your chance to get
three months of one-on-one Literary Consulting with Joylynn M. Ross.**

**She'll help you create a game plan on how to execute and implement everything that you
learn at the conference. This is a \$3000 value.**



Bids starting at \$500



Place your bid at the Path To Publishing store at either registration desk.

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!

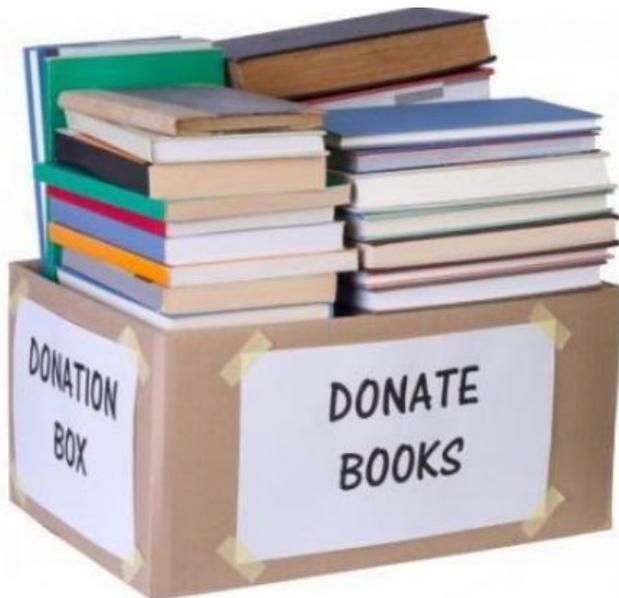


TOP THAT! THE SHIRTS OFF OUR BACKS

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.

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

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

Notes

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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 (<http://eepurl.com/csO7xb>) 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!

COVID 19 STATEMENT & RESOURCES

Path To Publishing has taken the necessary measures, procedures and put policies in place to ensure the health and safety of the “Act Like an Author, Think Like a Business” 2020 Conference attendees, staff, presenters, volunteers, coordinators, assistants, vendors, workers, and employees as stated in the COVID-19 statement that appears on the conference website. You understand that neither Path To Publishing or its partners can be held liable or at fault for any COVID-19 related health issues. You are of sound, mind, body, and understanding that you are participating in any conference related events at your own risk.

We ask that if you are not feeling well, have a fever, are experiencing coughing, have a runny nose, have a headache or are having trouble breathing, that you do not enter the conference venue and meeting space. We will either allow you to attend the conference virtually from the comfort of your hotel room, or provide you with a link to view the conference for over a seven-day period. We also advise you to seek medical attention from one of the nearby hospitals, emergency rooms, or urgent care centers as listed below:

Emergency Room - Dignity Health - St. Rose Dominican, Siena Campus - Henderson, NV

Address: 3001 St Rose Pkwy
Henderson, NV 89052
Phone: (855) 993-1423

ER at Green Valley Ranch

Address: 2581 St Rose Pkwy,
Henderson, NV 89074
Phone: (702) 780-2700
COVID-19 info: hendersonhospital.com
Get online care: valleyhealthsystemlv.com

Sunset Clinic

Address: 3175 St Rose Pkwy #121,
Henderson, NV 89052
Phone: (702) 802-5100

SEPTEMBER 17-19, 2020
Act Like an Author
THINK LIKE A BUSINESS
THREE-DAY CONFERENCE

COZY STONE
Humorvational Speaker & P. H. P.
(Professional Happy Person)
Commencement Speaker for
2020 MBA in Publishing Graduates



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60-Hour Program is a DIY MBA in Publishing for
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*As someone who's attended graduate school twice, pursuing to
business-related degrees, I was astounded to find the conference
operating at the MBA level. It was really good!*

**Ned Barnett, CEO of Barnett Marketing Communications
Barnett Literary Agency, Author of 38 published books**

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