

ACT LIKE AN AUTHOR THINK LIKE A BUSINESS

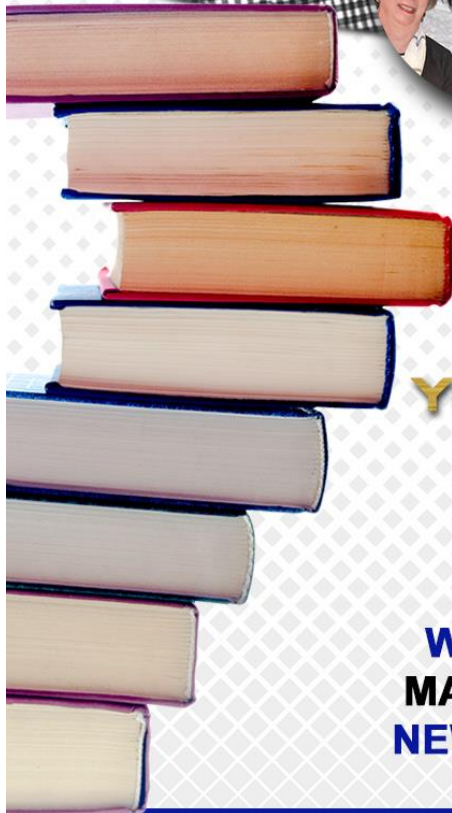
2019 THREE-DAY CONFERENCE

SEPTEMBER 26-28, 2019

RIO HOTEL & CASINO
LAS VEGAS, NV

MAIN INSTRUCTOR:

Over 20-year literary industry vet,
expert and educator, Joylynn M. Ross



**YOUR PUBLISHING SUCCESS
IS AS IMPORTANT AS
YOUR WRITING SUCCESS!**

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NEW STREAMS OF INCOME & MORE!**

**REGISTER TODAY AT
PATHTOPUBLISHING.COM/CONFERENCE**



Yes! You're in Vegas, baby . . . at the Path To Publishing “Act Like an Author, Think Like a Business” 2019 Conference being held at Rio All-Suite Hotel & Casino in the STILL fabulous Las Vegas, Nevada!

If you're like me, making this conference happen in your life was no easy feat; you ran into some bumps along the way—issues finding a flight that fit into your budget and schedule; gathering money for the registration because it seems as if as soon as you made a decision to be here, one financial burden and need after the next developed; finding child care; health issues; finding someone to come with you and/or room with you; a death or some sort of loss, etc.—then know that you're not alone. I lost count of the hours my team and I spent making sure that provisions were made for those with a true heart's desire to be here. After all, the favor and provisions that were made on my behalf were numerous. But that's what team members do for one another; we all get in position and do whatever needs to be done in order for the entire team to win. Not just one person. Not just the shooter, point guard, or captain, but the entire team winning . . . the entire team of Pathfinders.

What is a Pathfinder exactly? 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. Operating from the same blueprint, we are there not just pointing those on their literary journey in the right direction, but we are there willing, ready, able, and equipped to make sure they reach their final destination where their literary dreams, visions, and goals await. Pathfinders are authors, writers, publishers, business owners, CEOs, etc. who know the worth of their intellectual property. This group has the Ground Zero capability to be the most impactful literary unity in the world! That's what a Pathfinder is, and that, my friend, is who you are. That's who WE are!

As a publishing coach, literary educator, and literary consultant, I'm usually the one shouting out the marching orders (trust me, you're in store for three days of it), and having been coined “The Literary Know-It All,” on the outside looking in, some may expect me to know it all. But I don't, which is why I'm constantly collaborating with other experts and literary industry professionals. But what I guarantee you is that everything I DO know—everything I learned from my over 22 years in the literary industry—I'm going to teach you. That's right; I'm going to teach you everything I know. But then it's your job to teach me everything I don't. Because, you see, at the “Act Like an Author, Think Like a Business” 2019 Conference, there may be main course instructors and expert presenters, but know and believe that every single person in attendance is an expert. Every single person in attendance knows something that the next person doesn't. So, if you didn't know or believe that you are an expert before, you will by the time this conference concludes.

Again, we're all part of the same literary dream team, and on this team, we all play the position of both the student and the teacher; all egos are checked in at the door. There are no “keynotes” here, just people wanting to teach and wanting to learn from one another's areas of expertise. People who don't come to just stand behind the podium, but to sit in the seat as well. Heck, even the coach has to join his players on the bench sometimes.

Some of you may have heard me say this repeatedly, but for those of you who haven't, I'll say it again: My success is based upon the success of the people I help win. If you don't win, I don't win. So, I implore you to take the information, tools, techniques, systems, strategies, and curriculum you will receive at this conference and execute, implement, and win!

—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” 2019 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, arrive at 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 sit with the table full of white people. The table with Latinos, Asians, etc. Seriously. If you’re the thick girl with short, natural hair, go sit with the workout queens with hair, weave or extensions down to their buttocks. 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 coming here 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 and sanctioned events, as these are prime opportunities to network and even meet new people outside of the conference attendees, as some of the sanctioned events are free and open to the public.

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.,. Everyone here today 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, lunch, and sanctioned events. Use #PTPCON19 on all the social media networks.

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! You’re in Vegas, baby!



AUTHORS

IT'S TIME TO GET NOTICED
58% of people hang on to their promotional products

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Danielle D. Smith
Award Winning Author, Filmmaker,
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LEARN HOW TO COMBINE STORYTELLING
AND AUDIO-VISUAL AIDS TO CONVEY THE
CRITICAL IMPORTANCE OF YOUR WRITTEN WORDS.


DATE: NOVEMBER 16
TIME: 10:00AM-2:00PM
ECCI BUILDING
1655 OLD LEONARD AVENUE
COLUMBUS, OH 43219

SOME OF THE TOPICS
THAT WILL BE COVERED:
BREAKING THE ICE ◀
THE TREATMENT ◀
BUILD YOUR STORY ◀
MAKE IT VISUAL ◀
HOW TO EFFECTIVELY JOURNAL ◀
WHAT IS THE POINT OF JOURNALING? ◀


Register at : www.iamdanielledsmith.com
For more information or questions
Call : 614-434-6328 or
Email : Danielle@iamdanielledsmith.com

Nichole Farve
Journaling Expert

Facilitated by Danielle D. Smith
Award Winning Author & Filmmaker



Writer's Club



**1st and 3rd
Monday's**
from 6pm-8pm

The Beauty Clinic Cost: \$10 per class
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Ebony Little Gerri Prince

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Media Conference-
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red carpet reception, honor awards,
writer's lab & panels

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War Room

Aaron Burns
Guest Speaker

On the Go Radio & Podcast,
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Tiffany Patton
Mistress of Ceremony

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“Act Like an Author, Think Like a Business” 2019 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

8:00-8:45 a.m. Registration & Breakfast Beverages/Snacks
8:45-9:00 a.m. Morning Greeting by Joylynn Ross in General Session Room for All Attendees
9:00 a.m. 10:30 a.m. General Session & Breakout Session #1
10:30 a.m.-10:45 a.m. Break
10:45 a.m.- 12:15 p.m. General Session & Breakout Session #2
12:15 p.m.-1:15 p.m. Lunch
1:30 p.m.-3:00 p.m. General Session & Breakout Session #3
3:00 p.m.-3:15 p.m. Break
3:15 p.m.-4:45 General Session & Breakout Session #4
4:45 p.m.-5:00 p.m. Closing by Joylynn Ross in General Session Room for All Attendees

“Act Like an Author, Think Like a Business” 2019 Conference Breakout Sessions

Thursday 9/26/19

9:00 a.m.-10:30 a.m. Gerald Jones II “Structuring Your Business”

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

10:45 a.m.-12:15 p.m. Ned Barnett “Marketing Your Business & Yourself”

12:14 p.m.-1:15 p.m. Lunch

1:30 p.m.-3:00 p.m. Danielle Smith “Books to Film”

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

3:15 p.m.-4:45 p.m. Dr. Tracy Timberlake & Vivian Olodun of Flourish Media “DIY Social Media Hacks”

4:45 p.m.-5:00 p.m. Close Out in General Session Room

Friday 9/27/19

9:00 a.m.-10:30 a.m. Stephanie Bridges “Seeking and Securing Individual Artist Grants and Other Funding”

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

10:45 a.m.-12:15 p.m. Angela Anderson “Hacks for Both Self-Editing & Working with a Professional Editor”

12:15 p.m.-1:15 p.m. Lunch “Record Keeping and Book Keeping” presentation by Rebekah Medina

1:30 p.m.-3:00 p.m. Norma McLaughlin “Writing Your Way to Success Through Journaling”

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

3:15 p.m.-4:45 p.m. Monique Chandler “Connecting Your Business with Your Happy”

4:45 p.m.-5:00 p.m. Close Out in General Session Room

Saturday 9/28/19

9:00 a.m.-10:30 a.m. Shane Young “Protect Your Business & Legacy”

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

10:45 a.m.-12:15 p.m. Amanda Stevens “Trademarks, Trade Names, & Trade Secrets”

12:15 p.m.-1:15 p.m. Lunch “How to Execute Your Own Successful Event” presentation by Charlotte Jenkins

1:30 p.m.-3:00 p.m. Ned Barnett “Networking Vs. Building a Network”

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

3:15 p.m.-4:45 p.m. Gerald Jones II “Building a High-Performance Team: Your Tribe and Book Ambassadors”

4:45 p.m.-6:00 p.m. Excellence in Publishing Awards/MBA in Publishing Recognition Ceremony

WELCOME TO Fabulous LAS VEGAS NEVADA

**ACT LIKE AN AUTHOR
THINK LIKE A BUSINESS
Experience
#PTPCON19**

**PRE-CONFERENCE MASQUERADE MIXER
WEDNESDAY, SEPTEMBER 25TH
8:00 - 10:00 P.M.
PRIVATE MASQUERADE SUITE AT
RIO HOTEL & CASINO**

**EVENING WITH AUTHOR AND HOLLYWOOD
PRODUCER, ROCKY LANG AND FILM
HISTORIAN, BARBARA HALL
THURSDAY, SEPTEMBER 26TH
7:00 - 9:00 P.M.
MIRANDA ROOM 5,6**

**AUTHOR MEDIA BLITZ
FRIDAY, SEPTEMBER 27TH
7:30 - 9:30 P.M.
MIRANDA ROOM 5,6**

**PUBLISHER LAS VEGAS BOOK FAIR
FRIDAY, SEPTEMBER 27TH
3:00 - 7:00 P.M.
MIRANDA ROOM, 1,2,3,4**

**DRIZZLE FILM'S "BOOK TO FILM" CONFERENCE
SATURDAY, SEPTEMBER 28TH
3:00-10:00 P.M.
MIRANDA ROOM 1,2,3,4
FILM SHOWINGS MIRANDA ROOM 5,6**

PATHTOPUBLISHING.COM/CONFERENCE

Visit www.pathtopublishing.com/conference to learn more about the sanctioned events.

The image shows the cover of the book "Letters from Hollywood: Inside the Private World of Classic American Moviemaking" and a poster for the "Act Like an Author, Think Like a Business" 2019 Conference. The book cover features the title in large blue letters and a collage of vintage movie posters and letters. The poster is blue and white, with photos of Rocky Lang and Barbara Hall. It includes the text: "JOIN US IN VEGAS at the RIO HOTEL", "“Act Like an Author, Think Like a Business” 2019 CONFERENCE", "welcomes author and Hollywood producer Rocky Lang and film historian Barbara Hall as they discuss and sign their book", "Letters from Hollywood", "THURSDAY, SEPTEMBER 26", "Doors open at 6:30 PM", "Program at 7:00 PM", and the Abrams logo.

This graphic features the "PUBLISHER" logo in a stylized font, with "PRESENTED BY Path To Publishing" below it. To the right, there is a photo of a woman working on a laptop. The event details are listed: "SEPT 27TH, 2019", "3:00-7:00 PM", "RIO ALL-SUITE HOTEL & CASINO", "3700 WEST FLAMINGO ROAD", "MIRANDA ROOM LAS VEGAS, NV".

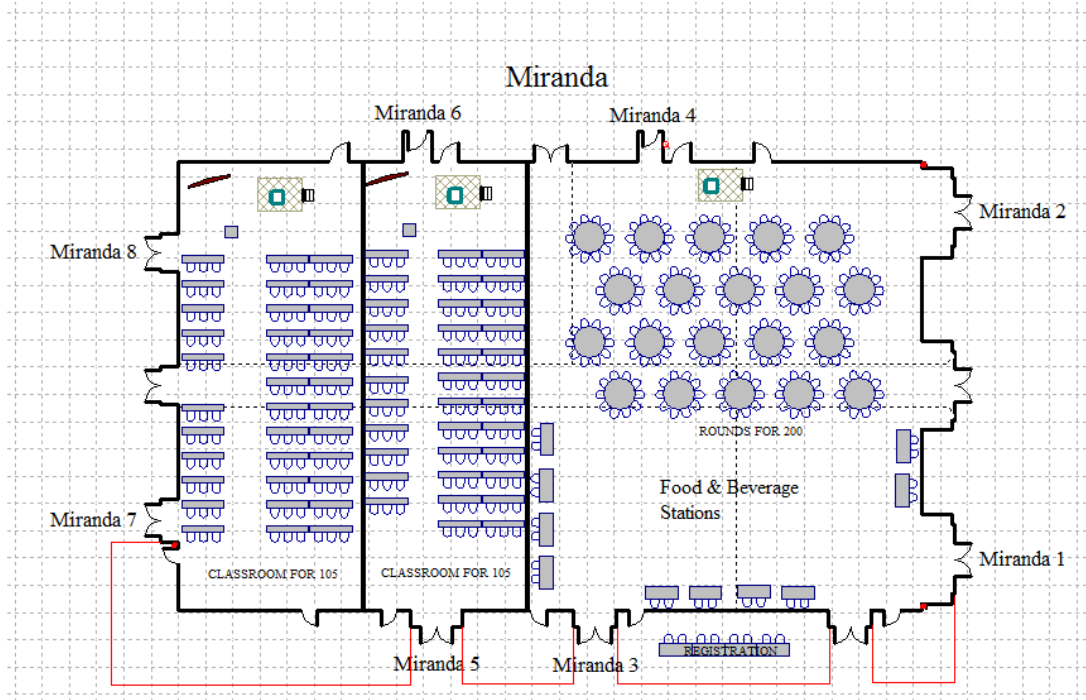
The poster for "Author Media Blitz" features a photo of three people in a studio setting with microphones. The text includes: "AUTHORS, MEDIA, PODCASTERS, BLOGGERS, VLOGGERS, TV & RADIO HOSTS ARE CORDIALLY INVITED TO THIS FREE EVENT:", "ACT LIKE AN AUTHOR, THINK LIKE A BUSINESS CONFERENCE", "AUTHOR MEDIA Blitz", "AUTHORS, GET INTERVIEWED BY MEDIA, PODCASTERS, AND MORE IN THE STILL FABULOUS LAS VEGAS!", "SEPTEMBER 27, 2019", "7:30-9:30 P.M.", "LAS VEGAS, NV", and "REGISTER TODAY AT PATHTOPUBLISHING.COM/CONFERENCE OR EVENTBRITE".

The poster for "Drizzle Film's Book to Film Conference" features a film clapperboard and a film reel. The text includes: "Drizzle Films FROM BOOK TO FILM", "DRIZZLE FILM'S 'BOOK TO FILM CONFERENCE'", "LAS VEGAS, NV", "SAT SEPTEMBER 28TH, 2019", "DRIZZLEFILMS.COM/LAS-VEGAS", "DRIZZLE FILMS", "PRODUCTION | ACTORS | FUNDING | PLACEMENT", and "407 205 2138".

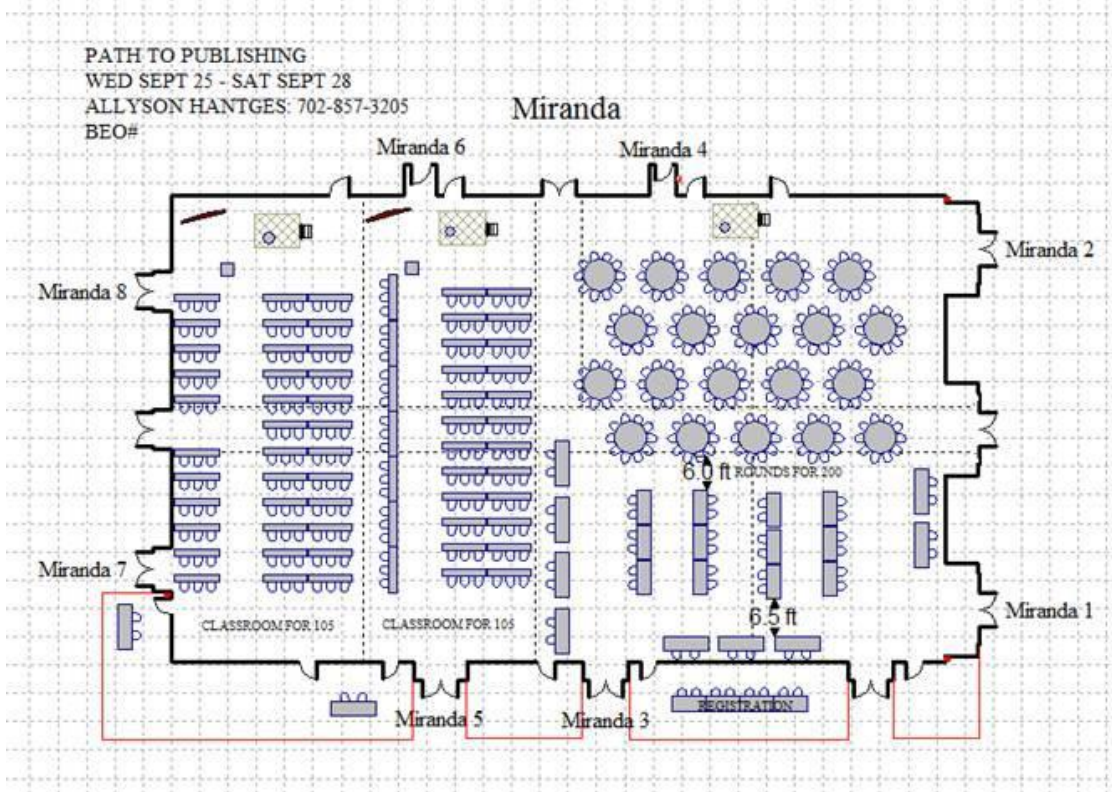
Some of the sanctioned events will begin during general and breakout session times, but please feel free to go drop in during breaks.

***Note, the Drizzle Films event is a ticketed event. Use discount code: DRIZZLE to receive over 50% off the ticket price.

Conference Floor Plan



Evening/Sanctioned Events Floor Plan



Your “Act Like an Author, Think Like a Business” 2019 Conference

Mistress of Ceremonies



**ACT LIKE AN AUTHOR
THINK LIKE A BUSINESS**
2019 THREE-DAY CONFERENCE
SEPTEMBER 26-28, 2019
RIO HOTEL & CASINO
LAS VEGAS, NV



**WELCOMES
TONYA TODD**
MISTRESS OF CEREMONIES

HENDERSON WRITERS GROUP
EDUCATION CHAIR

WRITING • EDITING • PUBLISHING • MARKETING BRANDING •
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Who is Tonya Todd besides the mistress of ceremonies for the Path To Publishing “Act Like an Author, Think Like a Business” 2019 Conference? We could post her bio, but we’d rather tell you in our own words:

Tonya Todd is an “Author Whisperer.” She’s a silent literary force with the strong superpower of connecting authors with other authors and literary industry professionals, enabling them to reach literary goals, visions, and dreams they may otherwise not have been able to achieve.

Because of Tonya, so many authors, writers, and literary industry professionals have been able to both network and build a network with some amazing people. Somehow, Tonya manages to take authors who are the literary industry’s best kept secret, and help announce them to the world! What an honor it is to have Tonya as part of this year’s conference team! Do not pass up the opportunity to meet and connect with this amazing jewel to the literary community and industry as a whole.

**Your “Act Like an Author, Think Like a Business” 2019 Conference
Digital and Social Media Correspondent**



**ACT LIKE AN AUTHOR
THINK LIKE A BUSINESS**
2019 THREE-DAY CONFERENCE

September 26-28, 2019
RIO HOTEL & CASINO
LAS VEGAS, NV

**WELCOMES
WHITNEY BARKLEY**
AS ITS DIGITAL CORRESPONDENT

SEARCH #PTPCON19 ON ALL YOUR
SOCIAL MEDIA PLATFORMS
TO KEEP UP WITH THE
CONVERSATION, AND USE
#PTPCON19 TO BE A PART OF IT!

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The most sought-after Path To Publishing Social Media Companion, Whitney Barkley is also CEO of Speakerazzi, where authors, speakers, and professionals go to get noticed, booked, and paid through the compelling graphic design, social media, and videography services provided by Whitney and her team.

Whitney is a Visual Branding Strategist and Real-Time Social Media Expert who partners with authors, coaches, professional speakers, and organizations to create a buzz-worthy presence through distinctive graphic design, videography, website design, and real-time social media content.

After spending nearly a decade working in marketing and communications, Whitney learned how to tap into the emotions of an audience to tell stories that compel people to action.

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 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.

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

Your Expert Presenters



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LAS VEGAS, NV

**WELCOMES
GERALD JONES II**
BUSINESS STRUCTURE & TEAM
BUILDING EXPERT
DON'T BE IMPRISONED BY YOUR
BUSINESS
LEARN HOW A HIGH-PERFORMANCE
TEAM CAN FREE UP YOUR TIME

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Gerald W Jones II is truly a Master of Multiple Trades. He is a Certified Professional in Learning & Performance (CPLP) and a leading voice on training evaluation in the Talent Development Industry. He is a 20-year veteran of two U.S. military branches and has over a decade of experience solving the most complex problems for government and private-sector clients as a performance consultant. As a Certified Practitioner of the Myers-Briggs Type Indicator (MBTI) Assessment, Gerald harnesses the power of personality to coach executive leaders and improve team dynamics. Though his toolkit is diverse, Gerald has devoted his life to just one aspirational mission; Help People Win.



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LAS VEGAS, NV

**WELCOMES
NED BARNETT**
MARKETING EXPERT
NETWORKING VS. BUILDING A
NETWORK: HACKS FOR BOTH

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In a writing and promotion career spanning more than four decades, Ned Barnett has been an award-winning marketing and promotion expert who has also written and published 38 books, as well as several screenplays that were profitably optioned – in 1994, his earnings ranked him among the top 97 percent of working screenwriters. Among his three dozen published books are 15 ghost-written books (with one more – a business history of Las Vegas – under contract). He has also written three traditionally-published science fiction novels and ten military history novels he published on Kindle.



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**WELCOMES
DANIELLE SMITH**
BOOK TO FILM EXPERT
TAKING YOUR WRITING FROM
PAGES TO STAGES

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Danielle D. Smith is going to share with you how to combine storytelling, audio-visual aids, and dramatic reenactments to convey the critical importance of your written words. Allow Danielle to teach you how to set the stage (literally) with your writing for an ultimate call-to-action, which is to conceive a film that inspires and entertains others the same way your book did. Danielle is the founder of the “Don’t Be Quiet” movement, an organization with a mission to help victims of child abuse and neglect, domestic violence, sexual assault, and suicide. After finding the courage to speak out about the pain she endured, through this movement, Danielle is now using her experience to inspire others to do the same. Her passion for child advocacy led her to volunteer with Franklin County Children Services in Columbus, Ohio. In November 2016, she was sworn in as a Guardian Ad Litem with CASA (Court Appointed Special Advocate).



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**WELCOMES
DR. TRACY TIMBERLAKE &
VIVIAN OLODUN**
SOCIAL MEDIA EXPERTS
DIY SOCIAL MEDIA HACKS

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Dr. Tracy Timberlake is a Digital Business Strategist and Founder of PLATFORM. With over 47,000 social media followers across platforms, 2.8 million video views, and multiple 6-figure businesses, Dr. Tracy Timberlake can proudly say she has created a digital empire encouraging and empowering others to do the same. Serial Entrepreneur, Micro-Influencer, and Author Vivian Olodun, is a rising star, speaking honestly with her peers about what it is like to build a business that serves the rich and famous. Vivian co-founded a boutique marketing firm that has grown to over 6-figures in less than two years.



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LAS VEGAS, NV



**WELCOMES
STEPHANIE BRIDGES**
THE “GET MONEY” EXPERT
SEEKING AND SECURING INDIVIDUAL
ARTIST GRANTS AND OTHER
FUNDING

WRITING • EDITING • PUBLISHING • MARKETING BRANDING •
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Last year, conference attendee, author Stephanie Bridges, was able to attend the “Act Like an Author, Think Like a Business” Conference for free. Not only that, but Stephanie also received money to fund some of her other literary projects and endeavors. This was possible due to grants, sponsors, and other funding Stephanie secured to cover her conference registration, offset travel and lodging expenses, and, as mentioned, pay for some of her other literary artist related projects. With Stephanie’s presentation, learn from this Indie Artist Grant Expert how you can build your book, build your book business, and sustain and grow your business with other people’s money . . . money you don’t have to pay back!



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**WELCOMES
ANGELA ANDERSON**
EDITING EXPERT
HACKS FOR BOTH SELF-EDITING &
WORKING WITH A PROFESSIONAL
EDITOR

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Angela is an expressively prolific literary and editorial services professional who still gets excited when visiting a library, bookstore, literary event, or even when she purchases a new book. She has a deep passion for all things literary, art, marketing, and event planning. She enjoys speaking and teaching others about the power of words, positive affirmation, and believing in themselves. Angela has a genuine desire to add value to others and enjoys seeing them develop and grow into their desired success.



**ACT LIKE AN AUTHOR
THINK LIKE A BUSINESS**
2019 THREE-DAY CONFERENCE
September 26-28, 2019
RIO HOTEL & CASINO
LAS VEGAS, NV




**WELCOMES
REBEKAH MEDINA**
BUSINESS LICENSING EXPERT
RECORD KEEPING, BOOK KEEPING &
TAXES


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Rebekah Medina is a tax professional and business licensing specialist. Rebekah’s company, Desert Tax and Finance, provides accounting services, tax preparation, notary services, and business licensing services. Although located in the silver state of Nevada, Desert Tax and Finance serves clients and businesses across the map. One of the main issues Rebekah discovers when working with business owners and entrepreneurs is that they often tend to use bookkeeping and record keeping interchangeably. Although both are important and much needed tasks and procedures to run any type of business successfully, they are not one and the same. The difference is just one of the things Rebekah enjoys educating others on.



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**WELCOMES
NORMA MCLAUCHLIN**
JOURNALING COACH & EXPERT
WRITING YOUR WAY TO SUCCESS
THROUGH JOURNALING

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To tell the story of Norma McLaughlin is to tell of a woman whose destiny pulled and tugged at her until she could no longer resist it. Once she stepped fully into her purpose, the path became clear. She realized her path had always been available to her, right there at her feet. It was simply a matter of her making the choice to take the first step onto it. And that’s how her publishing company, Chosen Pen Publishing, was born. Norma’s purpose and the Chosen Pen mission includes helping people do two things in life: find their purpose in God, and tell their story. One of the methods Norma advises is journaling. “Journaling allows us to unearth any hidden purposes and messages we have within,” says Norma. Through Norma’s breakout session, she’s going to help countless others step into their purpose, launching them toward success in all areas of their life.



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**WELCOMES
MONIQUE CHANDLER**
"THE HAPPY EXPERT"

SESSION TOPIC:
"MINDing YOUR BUSINESS:
CONNECTING YOUR BUSINESS
TO YOUR HAPPY"

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Monique Chandler is a sought-after inspirational speaker, author, and successful Public Relations Manager. With Monique's expertise, at this year's "Act Like an Author, Think Like a Business" Conference, learn how to be happy on every step of your literary journey; the highs, lows, failures and triumphs. Monique possesses a remarkable ability to enhance the effectiveness of management practices, marketing and training with an innovative outlook and infectious, motivational energy. Anyone who practices mindfulness knows attitude and mindset can play a role in business success. Monique is going to be presenting "MINDing Your Business: Connecting Your Business to Your Happy" to teach you how to connect your happy with your success without making success your happy.



**ACT LIKE AN AUTHOR
THINK LIKE A BUSINESS**
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September 26-28, 2019
RIO HOTEL & CASINO
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**WELCOMES
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ATTORNEY

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Shane Young is the owner of Young Law Group. During law school, Shane served as a Judicial Extern for the Honorable Lloyd D. George and was published in the Nevada Law Journal, also serving on the Law Review as the Nevada Law Editor. Shane is a member of the State Bar of Nevada and is licensed to practice in the Nevada State Court, United States District Court for the District of Nevada, United States Court of Appeals for the Ninth Circuit, and United States Supreme Court. As an estate planning expert, Shane will be teaching you how to protect your assets—both business and personal—as well as your family.



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September 26-28, 2019
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**WELCOMES
AMANDA STEVENS**
WHAT CAN BE PROTECTED?

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SERVICE MARKS, PATENTS,
COPYRIGHT & TRADE SECRETS

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GRANTS • NEW STREAMS OF INCOME & MORE!

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Amanda Stevens, President and In-House Counsel of Battle Born Capital, LLC, 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.



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**WELCOMES
CHARLOTTE BROWN-JENKINS**
AHARO-WINNING LITERARY EVENT
EXPERT

WRITING • EDITING • PUBLISHING • MARKETING BRANDING •
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Charlotte L. Brown Jenkins is co-founder of the Dayton Book Expo, the region's premier book event. She received the 2017 Trailblazer Award for the successful work she and the expo organizers have done for over a decade. Charlotte's work and services has allowed her to receive two paid literary themed cruises hosted by author Kendra Norman Bellamy, work with ReShonda Tate Billingsley and help her sell over 1,000 copies of her book, and assist actress Victoria Rowell from The Young and the Restless sell 2,000 tote bags that were purchased from 31Woman LLC. If there ever were an expert to teach you how to organize and host your own successful event, it's Charlotte L. Brown.

Path To Publishing DIY MBA in Publishing 50-Hour Program



You can learn the *publishing process* to simply publish your own works, or to start a publishing company . . .
OR you can master it!

The Annual "Act Like an Author, Think Like a Business" Conference now doubles as a DIY MBA in Publishing Program.™

To get the blueprint for both literary and financial literary success, register for the Path To Publishing online courses now!

PathToPublishing.com

The advertisement features a woman in a checkered dress on the right side. The text is arranged in a vertical column on the left, with a blue banner at the bottom containing the website name.

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 50 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.

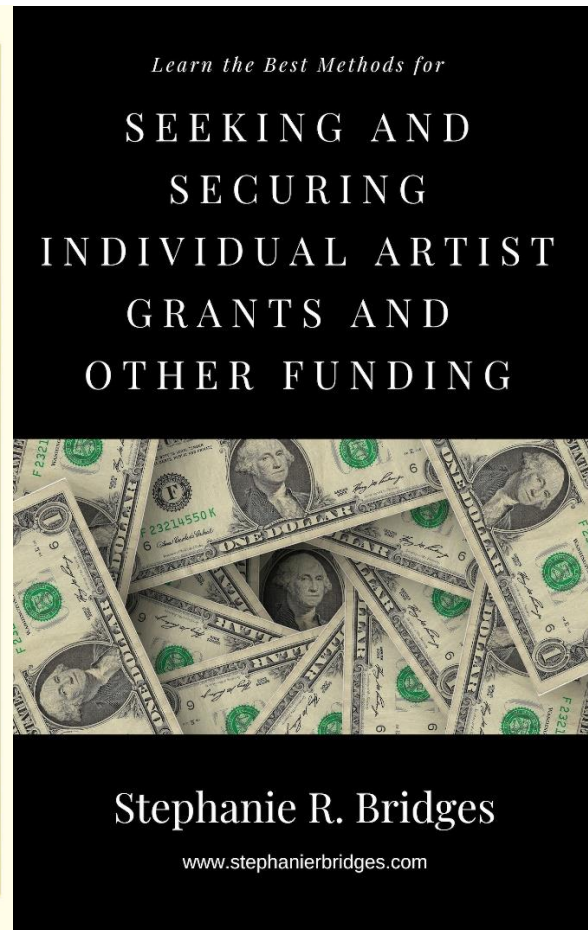
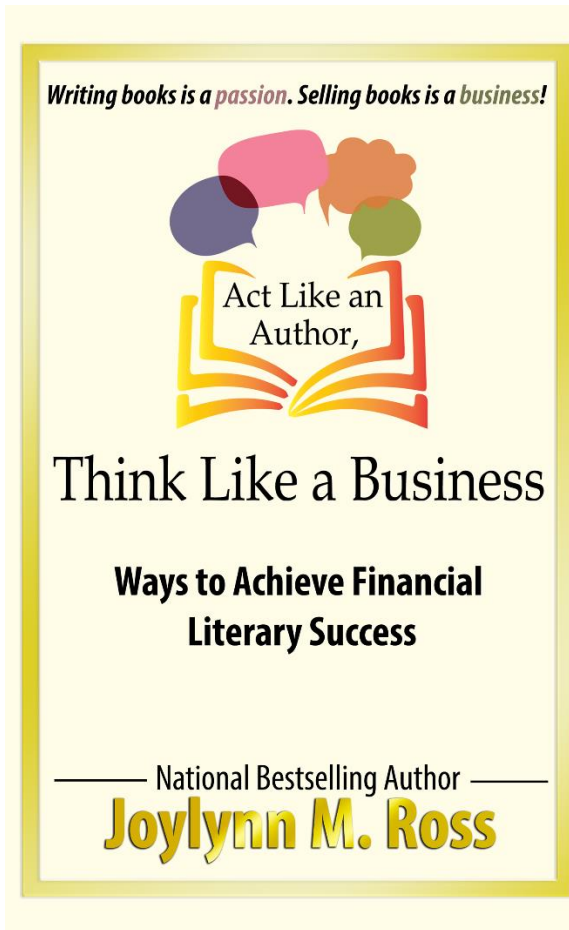
Even though the "Act Like an Author, Think Like a Business" Conference now doubles as an MBA in Publishing 50-hour program, that doesn't mean you have to sign-up to earn one. No, you can still attend the conference with the sole purpose of learning how to publish in excellence, turn your book into a 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 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. 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 2020 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.

Path To Publishing DIY MBA in Publishing 50-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 \$1,500 value.

Bids starting at \$500



Place your bid at the Path To Publishing store located inside Miranda 1,2,3,4

**Pre-Registration Discount for “Act Like an Author, Think Like a Business”
2020 Conference September 17th-19th
At Rio All-Suite Hotel & Casino in Las Vegas, Nevada**



You already know—you can feel it in your spirit and bones—that being at next year’s “Act Like an Author, Think Like a Business” Conference is a must! So, you might as well take advantage of the special discounted offer just released on the website for 2019 conference attendees only. Pre-register at registration tables outside of Miranda 1,2,3,4, or on www.pathtopublishing.com/conference. Starting with the 2020 Conference, a third-party will be managing conference registration and payments, so these will be **the only specials offered for PTPCON2020**. Only prices offered on the official conference website will be honored thereafter.

All three days registration WITHOUT hotel

\$799 in full (or 3 monthly payments of \$291)

Pre-Registration Special: \$699 in full (or \$300 Deposit **and** 3 monthly payments of \$140)

Conference Hotel Package

Regular Conference registration for all three days, plus hotel night for each day of the conference (September 17,18,19)

\$1,100 in full (or 4 monthly payments of \$300)

Pre-Registration Special: \$891 in full or (\$400 Deposit **and** 4 monthly payments of \$130)

Stay and Play Conference Hotel Package

Regular Conference registration for all three days, hotel night each day of the conference, plus the night after (Checking in Thursday, September 17, 2020 checking out Monday, September 21, 2020)

\$1,200 in full (or 4 monthly payments of \$325)

Pre-Registration Special: \$991 in full (or \$500 Deposit **and** 4 monthly payments of \$130)

Pre-Conference Hotel Package

Conference registration for all three days, hotel night for each day of the conference, plus the night before (Checking in Wednesday, September 16, 2020 checking out Sunday, September 20, 2020), and ticket to the Pre-Conference Masquerade Party (Wednesday night) - Boas, beads, mask, beverages and light food included for \$1,300 in full (or 5 monthly payments of \$285)

Pre-Registration Special: \$1,100 in full (or \$500 Deposit **and** 5 monthly payments of \$130)

VIP Masquerade/Spa & Conference Package, aka Come and Play/Stay and Play package

Conference registration for all three days, hotel night each day of the conference, plus the night before and the night after (Checking in Wednesday, September 16, 2020, checking out, Monday, September 21, 2020), ticket to Pre-Conference Masquerade Costume Party (Wednesday night) - Boas, beads, mask, beverages and light food included, plus Spa day in the private Masquerade Suite (Sunday at noon) to include personal massages with view of either the strip or the mountains - light food and beverages provided

\$1,500 (or 5 monthly payments of \$325)

Pre-Registration Special: \$1,200 in full (or \$500 Deposit **and** 5 monthly payments of \$150)

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

Notes

Notes

Notes

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!

ACT LIKE AN AUTHOR THINK LIKE A BUSINESS

2019 THREE-DAY CONFERENCE

SEPTEMBER 26-28, 2019



"As someone who's attended graduate school twice, pursuing two business-related degrees, 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



The conference now doubles as an MBA in Publishing Program:

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

YOUR INVESTMENT:

ONE-DAY REGISTRATION | **\$397.00**
TWO-DAY REGISTRATION | **\$694.00**
FULL-CONFERENCE REGISTRATION | **\$991.00**



Conference Mistress of Ceremonies

TONYA TODD
Henderson Writers Group
Education Chair

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