**Detours to Success: Reinventing Yourself** Handout CO Gold 2022

©Karen Albright Lin

www.Karenalbrightlin.com

karenalin@comcast.net

**Think of three skills you have that you could share with others.**

**1)**

**2)**

**3)**

**List three ways you can branch out.**

**1)**

**2)**

**3)**

**List three ways you can fit them into your schedule.**

**1)**

**2)**

**3)**

**Explore these possibilities:**

Web Content for Others  
Write Press Releases

Legal Writing  
Copyrighting   
Resume Writing

Bio Writers

Freelance editor

Mystery Playhouses  
Research Writing  
Speech Writing

Grant Writing  
Non Profit Applications  
Technical Writing

Edit Lit Mag

Ghostwriting  
Reporter

Columnist

Newspapers (<https://www.usnpl.com/>)

Scout 🡪 represent foreign publishers or film and TV

Editing  
Coaching  
Writer-for-hire

Volunteer

Acitivist? Become a movement leader/Speaker/Media darling/PR pro/Video maker/Expert/influencer/Authorpreneur

Share your skills AND ask if you can bring your books

Offer to be a mentor (universities often can hook you up)

Teach at Conferences/Meetup Groups/Continuing Ed/Senior Centers/Assisted Living/On-line/Cruise Ships/etc.

**Teaching on Cruises**

Cruise teaching: <https://www.cruisecritic.com/articles.cfm?ID=1176>

Brokers:

The four major agencies in the U. S. that provide guest speakers to cruise lines are Posh Talks, Sixth Star Entertainment & Marketing, Tim Castle, and Compass Speakers and Entertainment, Inc.

To apply you’ll need

- Brief bio – written in third person

- Current head shot

- Proposed topics – 1 sentence

description  
- PowerPoint Presentations offered as

part of the workshops  
- Video link on YouTube—5 minutes is fine

**Sell short pieces:** Stories/Essays/Jokes/Cartoons/Poetry/How To/True Confessions/Back of Seed Packages/Greeting Cards

**Press Releases**

Only SOME of the reasons to write a press release:

Launching a new business/service

Rebranding

 Celebrating a milestone

Launching a new website/blog

Participating in an event (meetup/speaking engagement)

Results from a survey or study

Receiving an award

Publishing tips or educational information

Hosting a webinar/podcast ( Mark Stevens RMFW <https://rmfw.org/category/podcasts/> )

Re-purposing a blog post

Announcing an accomplishment (celebrity ghostwriting)

Announcing a new collaboration (Fogg/Lyons)

Tie-in to a local or national story, holiday or event  (dragon boat)

Offering a free training, class or resource (Delve)

More here: <https://service.prweb.com/resources/article/40-newsworthy-reasons-to-write-a-press-release/>

**More Resources**

Becoming an Amazon Affiliate: <https://blog.hubspot.com/sales/amazon-affiliate>

Copyright:

<https://press.princeton.edu/books/paperback/9780691169095/the-copyright-wars>

<https://www.amazon.com/Copyright-Handbook-Every-Writer-Needs/dp/1413327834>

Harvard Law School free Copyright class on YouTube: <https://www.youtube.com/watch?v=CqkonSY__ic>

Lit and film scouts:

<http://www.franklinandsiegal.com/>

<https://mbcbook.com/new-york>

NonprofitCopywriter.com

<https://publicityhound.com/> (learn how to write press releases)

**Sample of simplest collaborative contract (consult with an attorney)**

John Doe and Jane Doe, who are collaborating on a screenplay with a working title of:

THE WAY TO WIN SALES

Agree to 1) list credits as Jane Doe & John Doe

2) split all costs 50%-50%

3) split all proceeds 50%-50%

4) only enter into third party arrangements

if both parties sign the agreement.

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Signatures dates