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

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**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