



## **Consulting Case Studies**

See how people have benefited from consulting with Cynthia Morris

### **Case Study One: Seeking Publication for Fiction**

A man consulted with me about next steps for his writing career. He's written several books and has submitted them to agents and editors. While there was some interest, he's been waiting over a year to hear back. While he believes in his work, he also hates to do the marketing and promotion necessary to be published.

I looked at his materials: his synopses and his opening pages. I saw that he needed to do more editing. He had claimed that the work had been read by people who responded favorably and said it was great. While I believed him, I also knew that friends and family are not the best judge of a work's artistic and commercial possibilities.

He also needed to get over the disinclination to promote his work. I believe that talent is only a sliver of what it takes to be successful in writing or any endeavor. Due diligence, professionalism, and persistence are the factors that contribute the most to success.

We met and I laid out a plan for him that included the following:

- Hire a professional editor to edit his manuscript.
- Get help to revise the query letter.
- Learn the publishing industry in order to treat his efforts to be published as a professional.
- Resources to follow up on all of these.

One hour of consulting time = a concrete plan with resources to follow up. He thanked me for the helpful and positive feedback. If this person were to hire me for coaching, we would continue to meet regularly so he had ongoing support, accountability and resources to make sure that he puts the plan into action.

## **Case Study Two: Self-Publishing**

A woman was midway through the self-publishing process and needed guidance on some of the nitty gritty issues. I asked her to email me her questions and she sent back a list of about a hundred of them. This was helpful to both of us as it allowed her to get clear on what she needed to know and it allowed me to prepare for her call.

Before we launched into the questions, I asked her what she wanted from publishing the book. Knowing her motivation and mission helped me to steer my comments and advice toward her unique goal. Not everyone has the same purpose for writing, so getting clear on that helped me help her.

In one hour, we went through her questions. Giving her examples and resources about my self-publishing experience saved her time, money and worry. She felt guided to take steps that worked for her. Her book came out six months later and she is happily promoting and selling it.

It is so gratifying to help people achieve their goals. Call me today to get valuable advice and guidance toward your success.

**Cynthia Morris**

Original Impulse  
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