

# Sam Horn's Book Camp

April 13, 2008 ... Denver, CO – Western US

Location: Renaissance Denver Hotel



## ***Make This The Year You Become an Author!***

- *Are you thinking about writing a book – and want to expedite its completion?*
- *Want to craft a proposal that wins interest from top agents, editors, publishers?*
- *Ready to produce a quality book that commands respect, positions you as a topic expert, attracts interest from TV, radio, and print media, and has “legs?”*
- *Interested in best-practice tips on how to craft a title that helps your book POP! off the shelf, a Tell ‘n Sell Table of Contents and page-turning prose that flows?*
- *Like to connect with kindred spirits and get constructive feedback on your story, message, and information so you know it will interest readers and book-buyers?*

*If so, you'll want to sign up for **Sam Horn's Book Camp**. Sam, 15-time Emcee of the world-renowned Maui Writers Conference, is known for her ability to coax your book out of you in record time. With her unique POP! Process, she helps you crystallize a project that doesn't duplicate what's already available so your book is more likely to break out.*

### **In This 1-Day Workshop, You'll Discover Exactly How to:**

- Develop an attention-grabbing topic and title that helps your book get bought
- Craft compelling content that keeps readers coming back for more
- Strategize your book so it's part of a profitable infopreneurial career
- Pick and plan the best publishing path for your needs
- Fast-forward to a finished book so it starts earning money for you soon
- Brainstorm how you're going to leverage your book into a national brand that attracts speaking engagements, media attention, consulting work, and e-commerce revenue

**“Sam has the rare ability to help you find the hidden genius buried within your thoughts, shape this into a compelling message and deliver it in an eye-catching package. Working with Sam dramatically expanded the focus and purpose of my work.”**-Kay Cannon, ICF President, 2007

**“I'd been struggling with my conclusion for three days. You looked at it and solved everything in two minutes.** The lights came on and the band started playing. Your ability to see a problem and fix it is far keener than any editor I've ever seen. **You are brilliant.**”- 4 time Pulitzer nominee, Fawn Germer

Discover for yourself why Sam's consulting clients rave about her ability to help them create quality books that have catapulted their careers and why Seth Godin calls her POP! Process “revolutionary.”

## **Registration Form**

Name \_\_\_\_\_

Address \_\_\_\_\_

City,  
State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Credit  
Card \_\_\_\_\_ Exp. \_\_\_\_\_

Which  
Book  
Camp? \_\_\_\_\_

**Investment: \$900\***

[Click Here](#) for Sam' Calendar for details and program descriptions on Sam's other full weekend Book Camps and Speaker Camps dates and times.

**Please FAX this registration form with your credit card information to 805-528-2581 or if you wish to pay by check please mail this form to Cheri Grimm, PO Box 6810, Los Osos, CA 93412**

### **What Do Satisfied Consulting Clients and Book Camp Participants Say About Sam Horn?**

"We've been lucky in our careers to work with great talent – from well-known publishers, TV producers and famous leaders. Sam Horn outshines them all. Her probing questions, delightful manner and ability to get to the heart of what is important made a significant difference in our book and in our careers." Jackie Spier, Jan Yanehiro, Deborah Stephens, Michealene Risley

"As an executive coach who's had the privilege of working with Toyota, Coca-Cola, Marriott, and McDonalds, I know a master teacher when I meet one. Sam provides coaching on both a macro and micro level that is off the charts. She is simply the finest writing coach I've ever known."  
- Dan Coughlin, author of *Accelerate* (featured in *New York Times* and *CEO Read*)

"Thank you for making my book sing. You were able, in just a few hours, to pull together things I'd been struggling with for weeks. What an amazing talent you have." - Cynthia Shapiro, international best-selling *Corporate Confidential* (which CNN's Anderson Cooper called, "Fascinating.")

"Sam is a creative genius with words, phrases and titles. She also knows what grabs people and what sells. Sam Horn is a must for any author who needs an inventive breath of fresh air." - Julie Jansen, author of career best-seller, *I Don't Know What I Want, But I Know It's Not This!*

"My deepest thanks to my writing mentor, editor, and constant cheerleader. **Sam Horn is an author's dream co-creator.** Her hands, heart and voice permeate and enliven this book." - Doug Stevenson, creator of Story Theater and author of *Never Be Boring Again*