

DC BAR LUNCH & LEARN: APRIL 25, 2019

# Getting Published

WRITING TO SOLIDIFY YOUR  
PROFESSIONAL EXPERIENCE





*Your Presenter*

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[WWW.PUBLISHINGFORLAWYERS.COM](http://WWW.PUBLISHINGFORLAWYERS.COM)



A person wearing a white shirt and glasses is looking at a smartphone. The image is split into two main sections: a teal background on the left and a dark background on the right. The teal section contains white text, and the dark section contains white text overlaid on the person's image.

PUBLIC SPEAKING  
ENGAGEMENTS

CONFERENCE  
PANELS

MORE CLIENTS

Elevate Yourself  
Using Your  
Writing Skills





1. SELF-PUBLISHING

2. TRADITIONAL  
PUBLISHING

3. WRITING FOR  
PERIODICALS

Stand Out in a  
Crowded Field



The background of the slide features a close-up, slightly blurred view of an open book. The pages are a warm, yellowish-tan color, and the text on them is mostly illegible due to the shallow depth of field. A silver or chrome pen is positioned diagonally across the top of the book, its tip pointing towards the right. The overall lighting is soft and natural, suggesting an indoor setting with light coming from a window.

# *Writing Books*

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**Self-publishing and  
Traditional publishing**

# WHY SHOULD ATTORNEYS WRITE BOOKS?

Several reasons

1. Because You Should.
2. To Stand Out.
3. Marketing Is a Must. It's Not Enough to be a Good Lawyer.

--savvy lawyers

--savvy marketers

--savvy business owners

A book is a great marketing piece.



# TOP REASONS WHY ATTORNEYS WRITE BOOKS

## GROWTH

1. Move into a New and Growing Market
2. Establish Thought Leadership
3. Build and Expand an Existing Practice
4. More Exposure to Recruit Top Employees
5. Attract New Clientele
6. Diversify Your Income





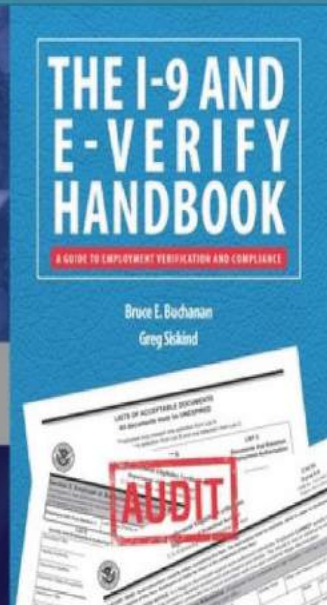
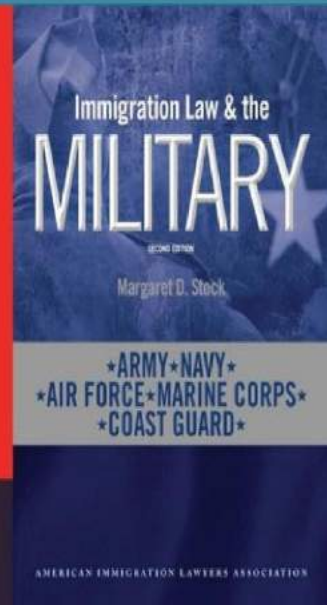
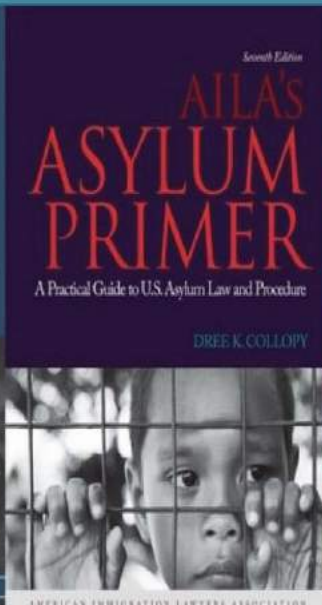
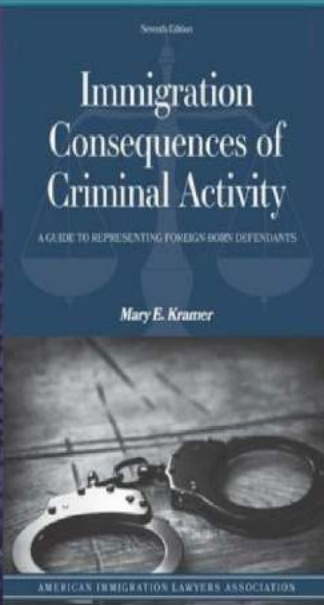
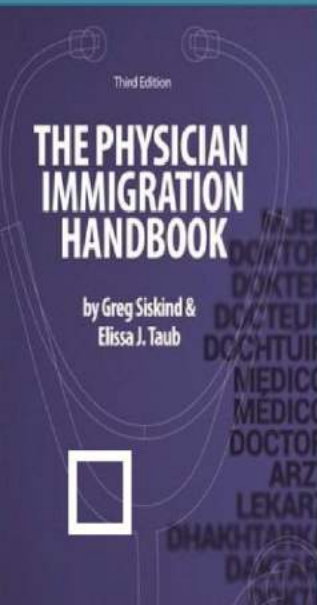
# THE PRACTICE OF LAW HAS CHANGED

A book is the new  
business card for the  
21st century



# COULD YOU ACCOMPLISH THE SAME WITH A BROCHURE OR A LIST OF FAQs? NO.

- Express your legal expertise in detail
- Share your opinion
- Educate your audience



*Misconception*  
**#1**

**A RESPECTABLE LEGAL  
BOOK NEEDS TO BE  
HUNDREDS OF PAGES.**

**60-MINUTE  
MENTORING  
FOR LAWYERS  
AND LAW  
STUDENTS**

**SMALL COMMITMENTS,  
BIG RESULTS**

IDEAS  
INSTRUCTIONS  
INSPIRATION  
BY AMY TIMMER  
AND MATTHEW CRISTIANO



# What is a book?

--a book is  
whatever you make  
it.

TREATISES, TEXTBOOKS, CASE  
BOOKS, AND MANUALS ARE NOT  
THE ONLY PUBLICATIONS SERVING  
THE LEGAL COMMUNITY.

~~2,000~~ pages

32 pages

50 pages

300 pages

KOBO

IBOOKS

AMAZON

SMASHWORDS

BARNES &  
NOBLE

PRINT

EBOOKS

audio



*Misconception*  
*#2*

**I'M GOING TO MAKE A  
LOT OF MONEY OFF MY  
BOOK.**

**BE THE  
CEO OF  
YOUR  
LAW  
FIRM**

GAIN CONTROL, TURN A PROFIT,  
AND RECLAIM YOUR LIFE

**ALEXANDRA LOZANO, ESQ.**



**VS.**



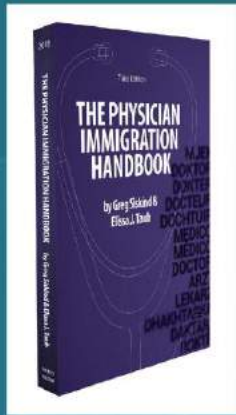
The background of the entire image is a collage of US dollar bills, including a \$100 bill at the top and several \$20 bills below it. The bills are slightly faded and overlaid with a semi-transparent blue layer. The text is centered on this blue layer.

# Don't make it about the money

For an attorney, it's about the  
**reach the book might have** and  
the **opportunities that could  
present themselves** to you and  
your firm.

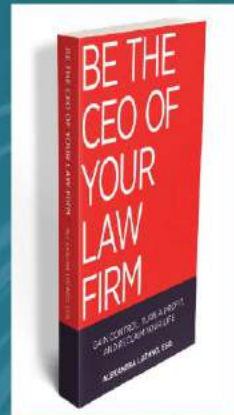
**IT'S AN INVESTMENT**

# KNOW YOUR PURPOSE



## GREG SISKIND

- Solidify level of expertise
- Attract high-end clients
- 400-page business card
- Updated annually



## ALEXANDRA LOZANO

- Share her experience with other female attorneys
- Build a speaking/consulting business



## BRUCE BUCHANAN

- Attract high-end clients
- Establish thought leadership

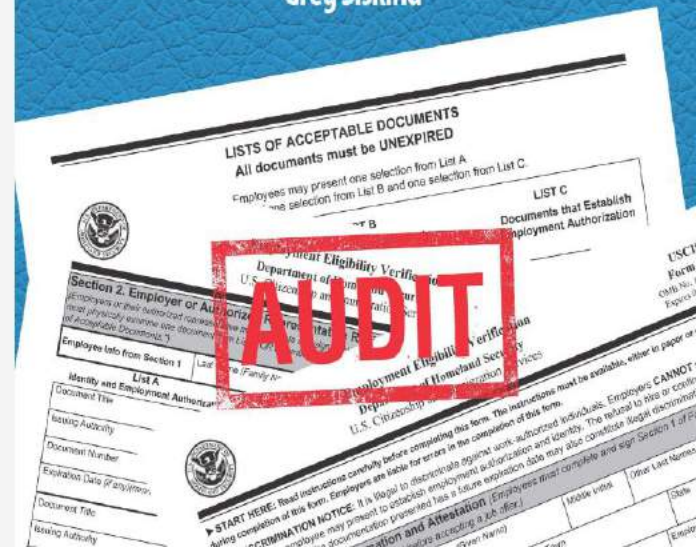
# Misconception #3

**SELF-PUBLISHING  
MEANS I DO IT ALL  
MYSELF.**

# THE I-9 AND E-VERIFY HANDBOOK

A GUIDE TO EMPLOYMENT VERIFICATION AND COMPLIANCE

Bruce E. Buchanan  
Greg Siskind





# PROFESSIONALS YOU NEED



## EDITOR

- Substantive editing
- Conceptual editing
- Copy editing
- Proofreading



## COVER DESIGNER

- Based on genre
- Provide details of your book, ideas

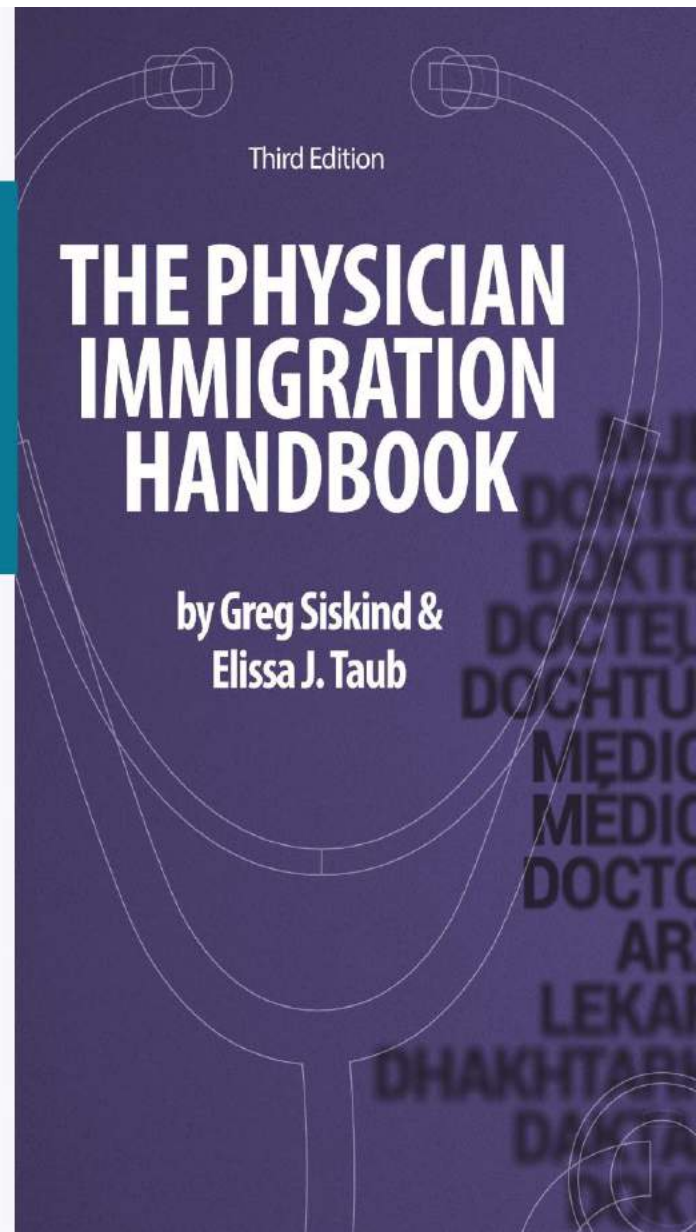


## PAGE FORMATTER

- Not expensive
- Presentation is key
- Fonts, graphic elements, text boxes, header & footer positioning, margins

*Misconception*  
#4

**TRADITIONAL  
PUBLISHING IS STILL  
THE BEST ROUTE.**



Amazon has changed the landscape in terms of publishing.

Traditional publishers no longer own the space.

Traditional publishing survives by making money from its publications.

Not every book is going to garner thousands of dollars.



1  
MILLION

+

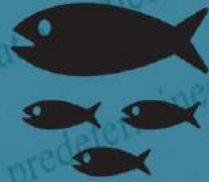
PRINT & EBOOKS  
SELF-PUBLISHED

# TRADITIONAL PUBLISHING FACTOIDS



## RESTRICTIVE LANGUAGE/NO GUARANTEES

- Royalties of 15 percent or less w/no guarantees
- Boilerplate language with little negotiation.
- Advances on royalties rare



## SMALL FISH IN A BIG POND

- Million-dollar manuscripts
- FIRST
- Lack of attention & budget



## BYSTANDER SYNDROME

- No participation in creative aspects



## BRUTAL COMPETITION

- Literary agents
- Manuscript shopping

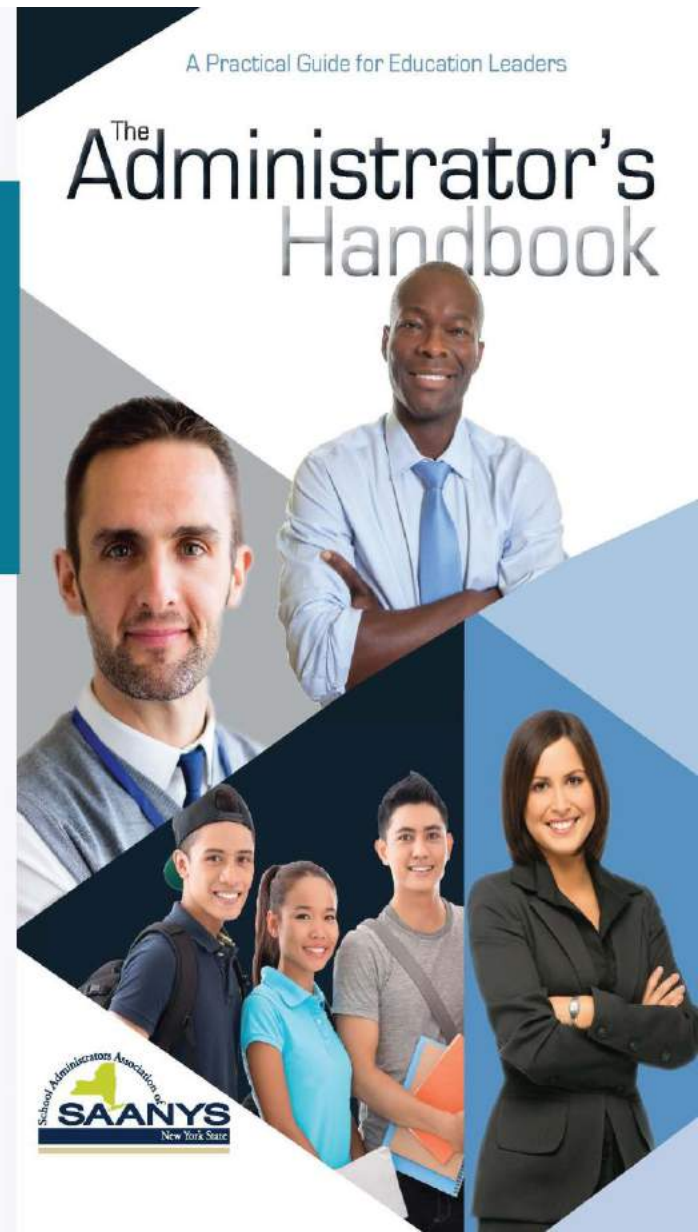


## LENGTHY OWNERSHIP

- Nonnegotiable clauses
- Broad ownership rights

# *Misconception #5*

**I WON'T HAVE TO  
INCUR ANY COSTS.**



## Traditional publishing: Chargebacks

- Editing
- Formatting
- Design
- Page composition
- Printing
- Delivery charges to a warehouse

## Self-publishing: Upfront costs

- Estimate
- Plan
- Find the right people

**NO ROYALTIES UNTIL  
EXPENSES ARE RECOUPED**

**ONLINE DISTRIBUTION  
AND PRINTING COSTS ARE  
RECOUPED FIRST**



# *Misconception* #6

**I HAVE TO WALK AWAY  
FROM MY PRACTICE TO  
WRITE THE BOOK.**

## HANDBOOK FOR SEPARATION AND DIVORCE IN MARYLAND

Fourth Edition



STUART K. SKOK, ESQUIRE

 STUART SKOK LAW LLC

# HOW DO YOU MAKE TIME TO WRITE A BOOK?



## DEDICATE TIME & SPACE

- 45 minutes to 2 hours a day
- Mornings, evenings, lunch breaks
- Carve out space in your home
- Be consistent



## TALK YOUR BOOK

- Voice recorder apps
- Transcription apps



## WRITER FOR HIRE

- Expensive
- Your voice captured
- You approve the manuscript





*Writing for  
Periodicals &  
the Web*

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**Magazines, Law Review**

# WHAT'S YOUR TOPIC AND WHO IS YOUR AUDIENCE?

- Choose a subject for the audience you're targeting.
- Find 5-10 publications with your target audience.
- Get contact info for the editors and article specs.
- Summarize your article idea for your pitch.
- Email each editor individually with the pitch.

**Legalese is only for law briefs.**

Use clear, concise writing with no legalese or jargon.



## WHAT TO EXPECT?

- Check your ego at the door!
- Give up ownership temporarily or permanently.
- Be prepared to wait months before publishing.
- Follow article guidelines: length, tone, first/third person.

**The biggest egos tend to be the worst writers.**

Allow the editors to do their jobs.





# WHERE TO LOOK?



## ONLINE LEGAL

- Lawyerist.com
- Above the Law
- Attorney at Work
- Attorney at Law
- Nolo



## BUSINESS/ PROFESSIONAL

- Forbes
- Trade associations
- Specialty associations



## NICHE PUBS

- Community mags
- Hospitals and other entities

# □ RESOURCES

- Attorney at Work: "Self-Publishing Takes More Than One Self"
- Attorney at Work: "Go the Self-Publishing Route or Stick with Traditional Publishers? Pros and Cons"
- Attorney at Work: Jay Harrington, "Want to Generate More Leads as a Lawyer? Write a Book"
- IngramSpark.com
- KDP.amazon.com
- press.barnesandnoble.com
- myidentifiers.com (official site for ISBN purchase)



Sexy Like a Book newsletter: tips on self-publishing

# SPEAKER

Tatia Gordon-Troy is a Maryland attorney and an award-winning publisher who has led an illustrious career in legal publishing for more than 20 years. She has been instrumental in the production of more than 500 books and periodicals serving the legal community and has extensive experience developing eBooks, magazines, newsletters, blogs, and white papers.

Tatia is the former head of a multi-million-dollar publishing unit for the American Immigration Lawyers Association. She now helps attorneys self-publish to market themselves and build their practices.

Tatia is the founder and CEO of Ramses House Publishing LLC, a publishing house and marketing consultancy, and is publisher of the Washington, D.C., Suburbs edition of the Attorney at Law magazine.



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