

A, B, & Cs of Author Partnering¹

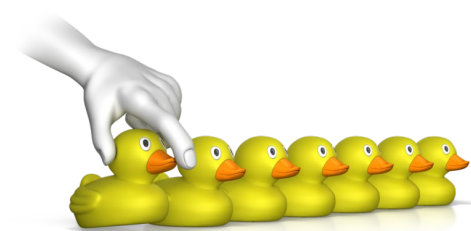
Joy Don Baker & Terri Goodman

OUTCOME

Explore the *A, B, & Cs of Author Partnering*.¹

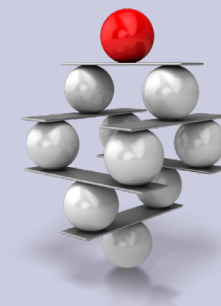
The **OPTIMAL OUTCOME** of a writing partnership is to produce a robust manuscript.

A partnership creates a broader skill set and can double the writing output. Efficiency leads to increased productivity. Partners motivate one another and expand each other's creativity.



ALIGNMENT

Partners must be aligned in structure, process, and outcomes.



BALANCE

Partnerships co-exist with other responsibilities and commitments of each participant; hence effective outcomes require scheduling, establishing timeframes and deadlines, and respect for each partner's work and life balance.



COMMITMENT

Successful partners honor their commitments to one another.



COMMUNICATION

Partners employ effective and frequent communication.

CONTRACT

A contract is essential. Whether formally executed or informally negotiated, it identifies the elements of the relationship that each partner determines are important and details the specifics of their individual contributions.



CONFLICT

Early development of conflict resolution strategies prevents problems. Discussing potential points of dissention and agreeing upon the process to resolve conflict can ensure the successful resolution to any hurdles predicted or unexpected.



CREATIVITY

Partner diversity can be the catalyst for exploring creative ideas and discovering novel and satisfying outcomes.



COMMERCE

The 4-Ps of marketing:

- Product,
- Price,
- Place, &
- Promotion^{2&3} are essential components for exploration with a writing partnership that plans to disseminate their works in various means.



REFERENCE

1. Baker, J.D & Goodman, T. *A, B, & Cs of Author Partnering*. Baker & Goodman, 2019.
2. E.J. McCarthy, *Basic marketing: A management approach*, Homewood, IL: Richard D. Irwin, 1960.
3. A. Kareh, "Evolution of the four Ps: Revisiting the marketing mix," 3 January 2018. [Online]. Available: <https://www.forbes.com/sites/forbesagencycouncil/2018/01/03/evolution-of-the-four-ps-revisiting-the-marketing-mix/#643c81d81120> [accessed 30 August 2018].

Baker & Goodman

Nurseketeers Series Authors



<https://www.bakergoodman.com/a-b-cs-of-author-partnering>

