

Authors: Joy Don Baker &
Terri Goodman

Category: Self-Help, Author Partnering

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Author Bio

Joy Don was born in southern OK, the eldest of three children and currently resides in north TX. She became passionate about nursing in the ninth grade while babysitting when an incident occurred where she remained calm and sought the proper help. When the help arrived, she promptly fell apart, crying.

Being a registered nurse and progressing into administrative roles Joy Don learned early that communications through writing was essential. One of her first writing opportunities was through volunteer service in the AORN (perioperative nurses) when committees reported, via the *AORN Journal*, results to communicate action taken or to be taken to the membership. Dr. Baker became the Editor-in-Chief of the *AORN Journal* in 2012 and served in that role until she and Terri began to write their first novel.



Joy Don Baker

PhD, RN-BC, CNE, CNOR, NEA-BC, FAAN

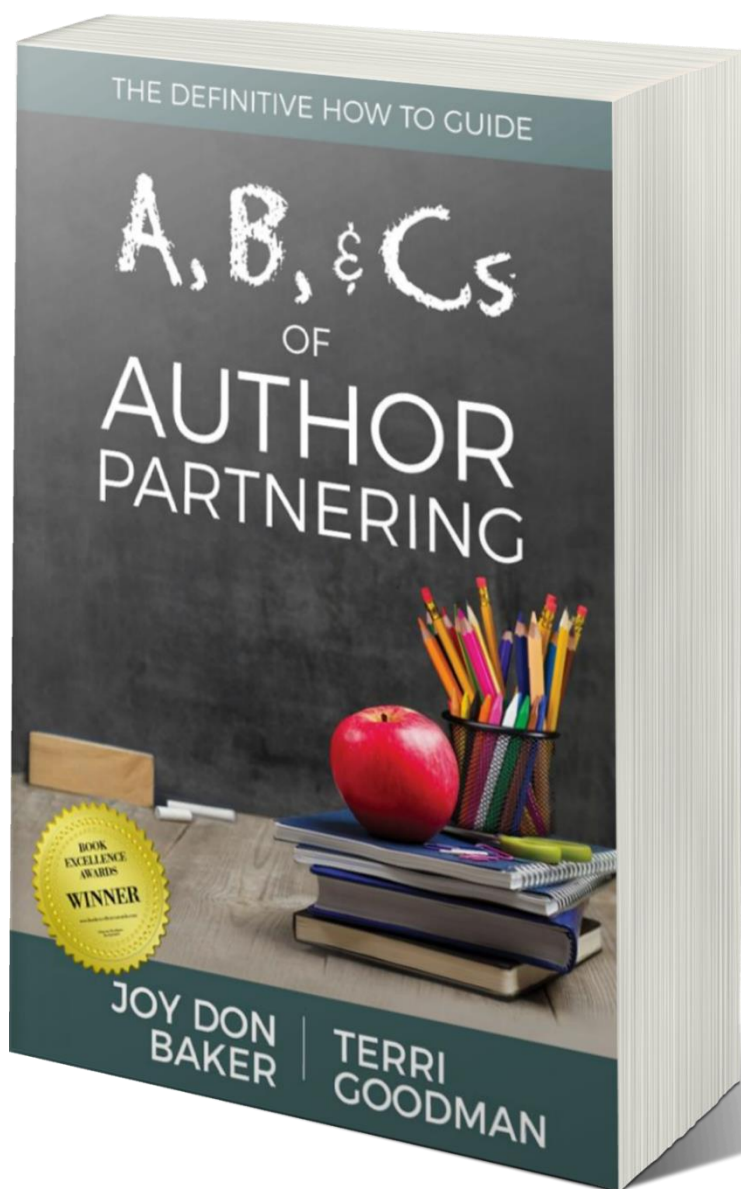
Author Bio

Dr. Goodman taught high school English before earning her nursing degree. She has always loved to write and began writing for a professional audience in 1984 when the *AORN Journal* published “Risk Management: Why It Became Necessary” in the June issue. Since then, she has published many more articles and editorials, written the textbook *Essentials of Perioperative Nursing*, coauthored several study guides for certification for perioperative nurses, guest edited two issues of *Perioperative Clinics*, and has spoken nationally and internationally on a variety of topics.

Terri attended Houston Baptist University, graduating in 1977 with her Bachelor of Science in Nursing. She began her nursing career in the operating rooms of The Methodist Hospital. She managed the plastic, reconstructive, and maxillofacial department for several years, then moved into administration and consulting. Currently she is the principal at Terri Goodman & Associates, an approved provider of continuing nursing education.



Terri Goodman
PhD, RN, CNOR



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Book Bio

Authoring a book or article with a writing partner can take the sting and isolation out of a solo writing project. Working with someone who has knowledge and skills that complement your own can make the task of writing easier and the finished work more comprehensive and robust. Partners motivate one another to stay on track and to produce their best work.

The ***A, B, & Cs of Author Partnering*** and the workbook in the back will guide you through the process of creating a partnership, establishing a productive work environment, and producing your work of fiction, non-fiction, or journal article.

Alignment (A) is the foundational component that explores the what and why of the partnership and its targeted product.

Balance (B) focuses on the need for author partners to respect their work-life responsibilities and insure this critical element is incorporated into their production process.

The seven Cs include Commitment, Contract, Communication, Conflict Resolution, Commerce, Creativity, and Call to Action. The workbook provides activities to help partners craft their strategies and maximize their collaborative efforts. The ***A, B, & Cs of Author Partnering*** presents a meaningful sequence of topics that can be read cover to cover or selectively to meet specific needs.

Working collaboratively brings a diversity of strengths and skills to the project. As a team, partners provide a broader platform to address the variety of tasks involved in writing, publishing, and marketing. Their commitment to one another and to the project keeps them focused on their work, while enjoying the process and celebrating accomplishments throughout the writing journey.

TESTIMONIALS



"The *A, B, & Cs of Author Partnering* has excellent advice for working with a partner to write a book or an article. It has valuable suggestions that are not always considered. It is well-organized and easy to follow." - **Patricia Seifert, MSN, RN**



"The authors did a great job and I am impressed by the scope of this work. Partnering with another writer can be the answer to completing a manuscript. The *A, B, & Cs of Author Partnering* is well-written and the workbook has great exercises for creating a productive writing partnership." - **Nancy Girard, PhD, RN**



"This book is a must-read for anyone beginning a writing project with a partner. It is comprehensive in scope, going far beyond the nuts-and-bolts of who will write and what and whose name goes first on the byline. Baker & Goodman provide a solid framework for developing a rich, productive author partnership, including thorough coverage of business and marketing aspects, time management, and handling conflicts. This is practical, valuable advice from experienced, successful writing partners who practice what they preach." - **Kathleen B. Gaberson, PhD, RN**

"I THINK THIS IS A GREAT LITTLE BOOK. I enjoyed reading it. It was easy to read while conveying important concepts and facts. I found the experience interesting and applicable to more than a writing partnership." - **Jane Rothrock, PhD, RN**

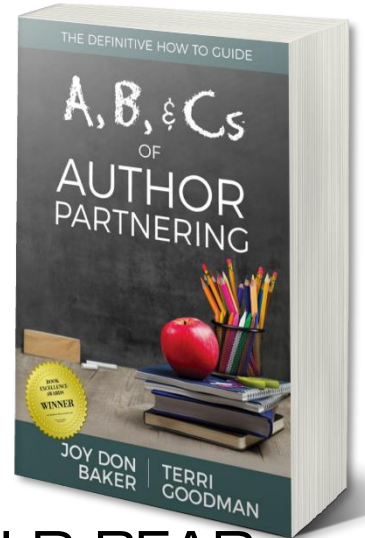
"Great go-to book to get started co-authoring." – **Chelsie Gable, BS, RN**

"The authors describe the important discussions and logical steps to follow before partnering with another author." – **Amy Clark, BA**

"If you are considering writing for publication, this book is a must-read. One person might not have the variety of skills or the tie to write, edit and publish. This book covers it all: contract negotiation, partnership management, conflict resolution and work-life balance – everything you need to build a successful author partnership and get your manuscript completed." – **Daryn Herrington, MS**



Target Audience



WHO SHOULD READ

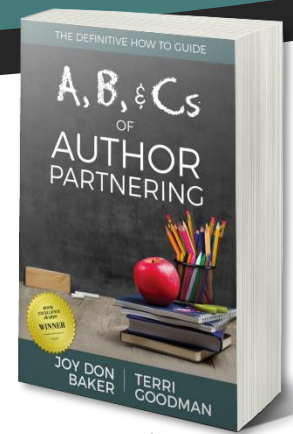
- authors
- educators
- writing partners
- writing coaches
- editors
- librarians
- students

BOOK BENEFITS

- advance their writing career
- get and keep the right writing partner
- learn secrets of co-authoring
- increase negotiation skills among partners
- manage promotion and marketing
- find work-life balance



Book Excerpt



FOREWARD

In 1989, I was involved in a study at a large hospital related to a computer staffing program for nurses. I had just finished my master's degree in nursing and was teaching in a university-based nursing program. As naïve as I was about university structure and politics, I knew the university rewarded publications and research. Presenting and publishing the findings of the staffing study was an expectation. Disseminating these findings was my first experience in author partnering. Fortunately, my partner was generous in sharing what he knew, and the experience was positive. Next, I wrote research reports with a nursing team of faculty studying spiritual care in nursing. Producing publications was difficult for the team because we did not establish the ground rules before we started. The last six years I have been writing research textbooks with established authors who have had the patience to guide me through the processes of contracts, marketing, and splitting royalties. What you can conclude is that I have been writing with others for almost 30 years. Some experiences were positive and some not so positive. Many painful lessons could have been avoided if this book had been available.

The *A, B, & C's of Author Partnering* begins with **Alignment** of the members of the partnership, a critical step in determining the compatibility of the partners in important areas such as trust and expected outcomes. **Balance** is described in Chapter 2 as making time to write the product for which the partnership was established as well as making time for relaxation, employment, family, and other necessary components of life. Baker and Goodman provide a visual model of the overlap of professional, interpersonal relationships, work, and personal care. Using questions, the authors included, the core values of each partner can be identified, shared, and discussed. Understanding the motivations, values, and competing priorities provides a foundation for the partners to support and encourage each other through the life of the project. It also helps the partners to consider what matters most to them and create realistic deadlines.

The first C in the book is **Commitment**, Chapter 3. A logical outcome of understanding the values, motivation, and obligations of the members of the partnership is being able to make an informed commitment to the project and each other. Baker and Goodman recommend drafting a formal statement of commitment that specifies details of the partnership, including the responsibilities of each member. Ideally, the strengths of the partnership members are in different areas. When that is the case, the partnership creates synergy that results in a product beyond what the individuals could produce separately.

Chapter 4, **Contracts**, describes the importance of having a contract for the partnership. Some contracts will include external entities such as agents or publishers. Again, the authors have provided an exercise that elicits discussion among the partners to ensure that all important aspects of the relationship are addressed in a contract. The best contract, however, will be worth little unless the partners can communicate with each other, especially when they disagree.

Communication is the topic of Chapter 5. Four personality types are described along with their preferred styles of communication. Knowing your own type and the types of your partners gives insight into the effectiveness of the communication patterns being used by the partners. Suggestions are provided on how to improve communication. Different tools of communication, such as face-to-face conversation and email messages, can be selected based on the recipient's personality type, the information to be communicated, and time available for a response.

Continuing with the C's, Chapter 6 addresses **Conflict Management**. The authors organize the conflict management strategies according to the leadership styles of partners. As an example, a task-oriented leader is more likely to use a domination/competition strategy to resolve conflicts. For me, this chapter provided insight into my conflict management strategies and an opportunity to reflect on the conflicts that I had experienced in partnerships.

Commerce, Chapter 7, considers the realities of marketing the product of the partnership. The product, place, promotion, and price comprise the 4 Ps of marketing. Considering these factors prior to finalizing the product's purpose and structure is important. How difficult to invest time and energy into producing a book or article, only to find out that the market is saturated with similar products. The partnership needs to consider the types and numbers of products the target readers already have available to them, how their product will be made available to target readers, and how these potential customers will learn about the product...

...Don't take my word for it, however. Read it for yourself!

Jennifer Gray, RN, PhD, FAAN

Associate Dean, College of Natural and Health Sciences, Oklahoma Christian University

Professor Emeritus, University of Texas at Arlington

Interview Questions

1

How did you become writing partners?

2

How do you manage work-life balance within your partnership?

3

What was the most surprising things you learned in creating your book?

4

What suggestions do you have to help others become a better writer?

5

What is the most unethical practice in the publishing industry?

6

How did you decide who would be first and second author?

7

What is your writing Kryptonite?

8

If you could tell your younger writing-self anything, what would it be?

9

What was the best money you ever spent as a writer?

10

What is your best advice to new author partners?

11

What was an early experience where you learned that language had power?

12

How do you build trust in your partnership?

13

What does literary success look like to you?

14

What one thing would you give up, to become a better writer?

15

What best strategy do you find resolves conflict among partners?

16

Who is the most supportive person in your life when it comes to your writing?

17

What inspired you to write this book?

18

Does negative advertising work?

19

What are some tips for choosing a book title?

20

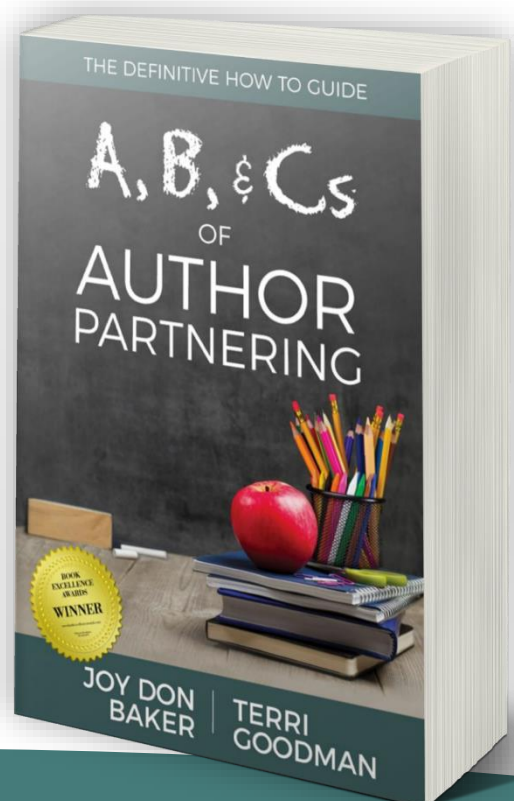
What are some examples of a “call to action?”

STORY IDEAS FOR REPORTERS:



1. **Partnering to Publish:** What are the crucial components of a relationship that ensures that two people can write together successfully?
2. **Partnership Contract:** How important is it to have a contract? If partners are long-time friends, won't a handshake do?
3. **Balance:** Creative writing takes time. How do partners fit publishing into an already-packed schedule?

5. **Project Management:** What is the best way to divide a story between two authors? How do you figure out who should write what?
6. **Commitment:** How does each partner make sure that he or she is working as hard as the other partner.
7. **To Partner or Not?** Writing is creative and personal. Doesn't it make more sense to write alone than with a partner?
8. **What to do with Writer's Block:** How do you get the creative juices flowing when you have a deadline and can't make the story work?
9. **Publishing:** How do you decide between traditional publishing and self-publishing?
10. **Challenges:** What are the biggest challenges that partners face?
11. **Titles:** How do you pick the best title for your work?



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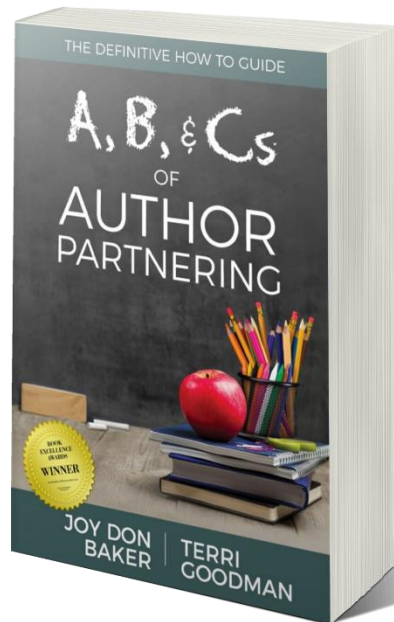
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