

## DAVID EMBLIDGE / BOOK PUBLISHING WORKSHOPS

### TESTIMONIALS

**FROM UNIVERSITY OF VIRGINIA**

- “Clear communication, very well organized, illustrative anecdotes, obviously experienced.”
- “The most valuable part was the analysis and explanation of a standard book contract. Clear, sensitive, learned and experienced.”
- “Fascinating, knowledgeable, very helpful, interacted with participants.”
- “Thank you for your excellent publishing workshop at UVa. I really enjoyed this seminar and learned a lot. You inspired me to create a book project and I have an idea now!”

**FROM ASSOCIATED COLLEGES OF THE ST. LAWRENCE VALLEY**

(St. Lawrence University, Clarkson University, SUNY Potsdam, SUNY Canton)

- “I just wanted to take a moment to thank you again for everything. I found the workshop to be informative and very useful and I'm glad that I was able to participate.” Arlene Stillwell, Assoc. Professor, Dept. of Psychology, SUNY Potsdam
- “Thank you for the very helpful – and inspiring! – workshop on book publishing. It enabled me to see how to frame my proposal for a scholarly monograph, and it got me thinking about a larger market of readers and viewers interested in [my book on] “racy women” of the past! We all appreciated your help.” Caroline Breashears, Assistant Professor, Dept. of English, St. Lawrence University
- “David Emblidge has got the publishing process down to clearly defined strategies. He was able to take the ‘mystery’ out of it for me. I think that a door has been opened for me now.”
- “Very satisfied. Dr. Emblidge was extremely helpful, and a consummate professional.”
- Anneke Larrance, Executive Director, Associated Colleges of the St. Lawrence Valley, commenting on the workshop evaluations, said she had never seen, in twenty years of running academic workshops, participants’ favorable ratings as consistently high as for the David Emblidge Publishing Workshop.

**FROM UNIVERSITY OF MASSACHUSETTS – BOSTON**

- “Dr. Emblidge is very accessible and very willing to answer questions and offer advice. He is also very generous with his time.”
- “I appreciated the specific feedback on my working book proposal, which I thought gave me ... constructive suggestions about the presentation of my material and how to sell it more effectively.”
- “Professor Emblidge is very knowledgeable and patient. He answered my questions well.”
- “I appreciated getting individual feedback from an experienced editor, but without the pressure/weight of it being ‘for real.’ I also appreciated the encouragement, combined with constructive feedback.”
- “Professor Emblidge was enthusiastic about my project. At the same time, he clearly communicated what he felt was missing from and/or needed to be clarified in the prospectus. He also gave useful suggestions for how to create a fast track (bulleted points, 1 or 2 sentence "abstracts of the abstracts" for each chapter description, etc.) as well as a slow track through the document. That way, an editor can get a sense for the material quickly and then return to the prospectus, when he or she has more time, for more sustained consideration.”
- “I am writing to say thanks so much for organizing the one-on-ones with David Emblidge. It was immensely helpful to get some time with him and to have someone so conscientiously go through my draft proposal, as well as so kindly give me feedback. Kindly relay my thanks to him for his time.”
- “I wanted to thank you (and the Provost's office) for your efforts in providing this service to faculty. It was a wonderful workshop and it gave me great insight into how to proceed with my research. I am grateful that the Provost's office gave us the opportunity. It is a great example of research support. Bonnie Miller, Assistant Professor, American Studies”
- “This seminar was EXCELLENT! Thank you for putting it on for us! Martin Calkins, Assistant Professor, Department of Management and Marketing”
- “Thanks so much for organizing the one-on-ones with David Emblidge. It was immensely helpful to have someone so conscientiously go through my draft proposal, as well as so kindly to give me feedback. I plan to write Provost Langley a note to thank him, as well, for sponsoring the workshop and the consultation sessions. This is JUST the sort of thing that benefits pre-tenured faculty in seeing how their work fits into and adds something valuable (and hopefully readable) to the world.” Ping-Ann Addo, Assistant Professor, Anthropology

- “I found your workshop invaluable.” Scott Maisano, Assistant Professor, English

**FROM ACADEMICLADDER.COM**

- “This seminar has been a fantastic source of information, insight and sense-making for me. Thanks.” L. Capori, Rensselaer Polytechnic Institute
- “I cannot express how much I appreciate you letting me write you directly [about my book proposal].” R. Bassi, independent scholar, Rome, Italy

**FROM ASSOCIATED COLLEGES  
OF THE ST. LAWRENCE VALLEY, MAY 2010**

(St. Lawrence University, Clarkson University, SUNY Potsdam, SUNY Canton)

**1. General comments**

- It was a very enlightening presentation of a quite obscure process.
- It was SO HELPFUL. Dr. Emblidge explained things in the simplest of terms. It also helped just to hear someone say that getting something published is HARD. He managed to be realistic, and yet so encouraging. It was exactly the type of forum that I need to attend at this point in my (fairly young) career. Thank you, Dr. Emblidge and thank you SUNY Potsdam. – Melissa Lee
- I thought it was a wonderful workshop. Perhaps it should be an annual event and even better, allow those who have already attended one of his sessions in the past to have access to him again via one-on-one sessions with the speaker (for additional help).
- Very useful and logical progression.

**2. How satisfied were you with the section on the Author-Publishing contract?**

- Very satisfied. Very helpful to know what is negotiable and what is not.
- Very satisfied; it was interesting to learn about the pros and cons of various contracts, and what is negotiable and what isn't.
- This was informative but not of immediate concern. I'm sure this information will serve me well at contract time.
- It was good to pick it apart with the help of a professional. We're surrounded by contracts these days, and so many of us don't read them. This is one contract that one must read and understand!

- Very satisfied. I appreciated the real-life tips and pragmatic attitude of the speaker.
- It was very helpful to have template versions of contracts to see.

### **3. How satisfied were you with the section on The Book Proposal: How to pitch publishing projects to editors & literary agents?**

- Very helpful. It should save those of us who are looking for a publisher a lot of time submitting proposals to unlikely publishers.
- We talked about this in the one-on-one, and I found this to be the most helpful aspect of the whole workshop. I ended up changing my proposal substantially because of Dr. Emblidge's input. Many thanks!
- This part was simply fantastic.
- Very interesting. I would never have thought of some of his ideas.
- Great! I have my work cut out for me but a clear idea about strategies that I can follow.
- This was extremely helpful – it completely reset my view of how the proposal process works. I feel much more confident about doing this for myself in the future.

### **4. What were the most important factors in your decision to attend this workshop?**

- Works in progress.
- I am almost already to send out my book proposal, so this workshop came at a great time. Now I have a much better idea of what editors are looking for.
- Get advice on the publishing world and how to proceed with my project.
- I'm a young academic and I've got all sorts of ideas that I'd like to contribute to the wider academic community, but have had no idea how to go about entering, let alone navigating, the publishing world. Now I know the rudiments of both.
- I'm presently in the initial stages of turning my dissertation into a book so this workshop was quite timely.
- I am determined to get two manuscripts published.
- The pressure of "publish or perish"
- My need to publish.

### **5. Was your one-on-one consultation with Dr. Emblidge helpful?**

- Outstanding. He gave me some fantastic suggestions for the geology travel guides I am working on.
- Yes, as I already mentioned above. He gave me invaluable advice on how to pitch my book proposal to publishers, and how to make it more interesting. This was the best part of the workshop.

- This was the best part of the workshop. I walked away knowing what my next step is.
- Very helpful!
- Very helpful. Clear, friendly, logical, supportive. I had the feeling of really connecting as well.
- Extremely helpful--I think he was incredibly insightful, considering he doesn't know me. He thinks outside the box and made some suggestions about trying things I had not thought of. I left the meeting feeling energized and hopeful. Also, I was amazed at the amount of stuff he read. I hope he got paid well!
- It was good but the 30-minute time block seemed too short.
- Yes very – he had clearly read my material and had specified comments to improve my proposal.

**FROM EMERSON COLLEGE, Spring 2016**

- Excellent, clear & informative. The practical information was grounding and (curiously enough) inspiring. Both a great overview and helpful tools. I'd definitely recommend. I'd even take it again!
- I knew that David had the experience to answer the (many) questions I had about the business side of publishing. And he did! I'm very grateful for the opportunity and for the individual attention he gave to each project.
- I was stuck at a plateau with my writing project, and didn't know how to proceed. The workshop gave me concrete information, plus hope! And a bit more confidence.
- David clearly is an expert in his material....

**FROM WRITERS WHO WORKED WITH David Emblidge  
THROUGH THE MANUSCRIPT CONSULTATION SERVICE**

**Malcolm Fick, Y/A novelist**

“Thanks for the informative and helpful call yesterday. I've given your comments a lot of thought and I find myself re-energized. I've gone over the points you raised and I'm confident now that I can turn what I thought of as a saleable book into a very good one. You've given me the shot and direction I needed. I'm looking forward to receiving your notes.”

**J. Walter Freiberg, III, author, *Four Seasons of Loneliness***

“Thanks David. I realized after I sent [the printed book] to you that you well deserved to be in the list of acknowledgments. *Eh merde*, as the French say, I missed that one. I actually have your early notes here in France with me in France as I sit in cafés, beginning work on a sequel. You taught me so much!” David Emblidge was developmental editor.

**Rick Kern, author, *Language, Literacy, and Technology*, Cambridge Univ. Press, 2015. Professor of French and Director of the Berkeley Language Center at the University of California, Berkeley.** Kern: “Yes, your editorial advice was invaluable - I’m very grateful indeed.” David Emblidge was developmental editor.

**Thomas Vogel, author, *Breakthrough Thinking: A Guide to Creative Thinking and Idea Generation*, Simon & Schuster, 2014.** Vogel teaches creative thinking and directs the MA in Global Marketing Communication and Advertising at **Emerson College**. He is a founding partner of Mediaman, a digital marketing agency. David Emblidge was developmental editor.

**Douglas Snow, Professor of Public Service, Suffolk University.** Co-author of “The Politics of Local Government Stabilization Funds in Massachusetts,” in *Public Administration Review*. “Happy to send you the published article. Your edits were very helpful.”

**FROM** **Sheila Buff, Author and Editor,**  
former President, Editorial Freelancers Association

“David Emblidge brings wide practical experience as an editor and publisher to his publishing workshops. With patience, good humor, and outstanding teaching ability, he helps participants understand the entire publishing process, from draft proposal to publication contract. His hand-on skills help writers sharpen their focus and get their projects on track to publication.”

**FROM** **Participants in David Emblidge’s Graduate Book Editing Course at Emerson College**

**Linda Hanley Finigan, author:** “It was a great experience, David. So thank you! Received a great deal of valuable feedback. Now I just need to find the time to do something about it.”

**Morgan Baker, author:** “I so appreciate your thoughtfulness and your ideas about my book, *Puppy Love*, which may soon have a new name. Your ideas are great. I have already done some preliminary research into databases with independent presses (there are a lot of them). I am going to follow up this

afternoon with emails to the colleagues you suggested. I'm moving forward, and I really want to thank you for helping me."