



How to Jumpstart Your Memoirs Writing Business

Jumpstart Your Memoirs-Writing Business is a noncredit course for people who want to start or have already started assisting elders to write their life story. This professional intervention usually contributes to an elder's overall quality of life. Successful entrepreneurs understand that skills in listening and writing, developing a professional relationship, and conducting a small business are all crucial to the memoir-writing process. Students will learn communication, boundary, and interviewing skills as applied to older individuals and families. Plus you will sharpen entrepreneurial skills to establish your own home-based business. Recommended Background: social work, gerontology, teachers, attorneys, chaplaincy, nursing. Must have strong writing skills.

At the conclusion the participant will:

1. Describe ethical boundaries to establish with narrator and family concerning who has input, copyright ownership, and participation in the interview/editing process.
2. Identify the goal of your small business and intentional price and process for marketing services.
3. List five possible risks to the client's emotional health and appropriate assessment.
4. Name the steps in an appropriate referral for counseling.
5. Model an interview with an older client.
6. Know how to close a sale.
7. Name the phases in late-life aging as outlined by Gene Cohen.
8. Write and present an initial partial draft to a narrator.
9. List 4 accommodations for older people in the memoir recording process.
10. Describe the critical steps in archival book binding.
11. Identify 3 quality issues for printing a memoir.
12. Create an imaginary family book-signing scenario for your narrator.
13. Provide 5 responses to a resistant narrator.
14. Write a news release.
15. Respond to a telephone inquiry from a prospective buyer.
16. List 3 characteristics of a potential narrator that would cause you to decline work.



**Sunday, April 29 through Thursday, May 3
4-8 p.m.**

Registration fee: \$399

Easy online registration: <http://goo.gl/Vo6RO5>

Mary O'Brien Tyrrell, MPH, BSN, founded Memoirs, Inc. in 1994, designing an innovative and professionally sound model for honoring older people by preserving and sharing their memories in written form. She has since helped hundreds of elders publish their life stories in hardcover books that are distributed at family book-signing parties. Her company has been featured in *The New York Times*, the *Wall Street Journal* and *Kiplinger's Retirement Report*, and she was the first to publish articles in the gerontological literature on the value and ethical issues of this new industry. The immediate past president of the International Institute for Reminiscence and Life Review, she has also been an associate director of the Minnesota Board of Nursing, coordinated health care research, and is a Vietnam veteran.



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