

outskirtspress CASE STUDY

AUTHOR: Sally Shields

TITLES: *The Daughter-in-Law Rules*
& *The Collaborator Rules*

PACKAGES: Diamond

GOAL: To achieve fame & publicity



As Recommended By



As Seen In

Star
Magazine

“Not only is publishing possible, but it is easy and fun and invigorating and life-changing!”

—Sally Shields

As Heard On

MARSHA
MARTHA STEWART LIVING RADIO

As Seen On

FOX &
friends

In the 12 months following publication with Outskirts Press, Ms. Shields became a promotional dynamo, and . . .

- ✓ Was a guest on over 100 radio shows
- ✓ Was listed in Ladies Home Journal
- ✓ Was a guest on nationally syndicated tv shows
- ✓ Joined a panel of writers at the ASJA convention
- ✓ Taught at a writers conference in Mexico
- ✓ Got her books into the hands of celebrities like Halle Berry, Jessica Alba, and Angelina Jolie
- ✓ Created a reality show treatment and signed with an agent who deals with production and television

**MISSION
ACCOMPLISHED**

