

The Power Of Teamwork:  
How Finding the Right Writing Partner Can Turn a Rejection into a Sale . . . And Even Help You  
Hit the Big Time

By Christie Craig & Faye Hughes

While there is no magic formula to making a sale, or hitting a list, teamwork can be one powerful juju. Whether your team includes a critique partner whose opinion you absolutely trust, a marketing partner who is willing to combine talents and promotional budgets, or a writing partner whose strengths balance your weaknesses, and vice versa, having a partner can make all the difference.

Collaborative Partnerships – What They Are and What They Do

- Critique Partner: A writing buddy at the same stage in her career who'll read and evaluate your work while you do the same for her.
  - Honest Evaluations
  - Constructive Feedback
  - Stronger Writing
- Writing Partner: A writing partner whose writing style complements yours and who has similar career goals.
  - Balancing of Strengths and Weaknesses
  - Stronger Writing as a Team
  - Stronger Chance for Publication
- Marketing Partner: A fellow author whose career path, writing style or genre is similar to your own with whom you can combine your creative and monetary assets
  - Larger Combined PR Budget
  - Creative Assets – The Sky's The Limit!
  - Increased Exposure/Promo Opportunities
  - Greater Shot at Success

Collaborative Partnerships – How To Make Them Work

- Critique Partner:
  - Mutual Respect
  - Controlled Ego
- Writing Partner:
  - Mutual Respect
  - Controlled Ego/Willingness to Compromise
  - Commitment to the Project
- Marketing Partner:
  - Combined Creative Assets
  - Doubled Chances for Promo Opportunities and Success

Collaborative Partnerships – Where You'll Find the Ju-Ju

## The Power of Teamwork (Hughes & Craig)

- Critique Partner:
  - Stronger Writing plus Mutual Support equals Higher Enthusiasm and Better Odds
- Writing Partner:
  - Stronger Writing as a Team plus a Friend To Share The Workload equals Stronger Joint Resumes, Higher Productivity and Better Odds
- Marketing Partner:
  - One plus One Doesn't Just Equal Two—It Also Equals Success!
  - Maximize Your Strengths
    - Joint Web Ventures
    - Joint Ads
    - Joint Book Videos/Promo Campaigns
    - Doing Together What You Can't Accomplish Individually

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