



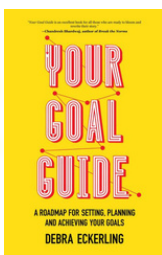
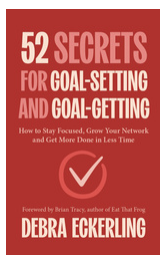
Debra Eckerling

Clarity. Strategy. Results.

Debra believes that big ideas deserve big platforms. And what's bigger than having a traditionally published book that puts your experience and expertise in the hands of people who need it?

After building her career as an author and speaker in the goal-setting space, Debra realized that the same skills she used to help people turn ideas into action also made her a natural at creating strategic book proposals.

Debra is available for television, radio, podcasts, print, and online interviews.



Book Proposals Simplified

Debra Eckerling is The Book Proposal Expert. She helps audiences of entrepreneurs, experts, and executives turn their ideas and experience into book proposals that get attention from agents and publishers. Using her 3 Cs framework — Concept, Context, and Content — she helps thought leaders hone in on the right book to write, and craft a book proposal that not only stands out, but sells.

Goal Setting Simplified

Debra is also the creator of *the* DEB METHOD®, a goal-setting system designed to help people clarify their goals and take intentional action. DEB stands for Determine Your Mission, Explore Your Options, Brainstorm Your Path. She is an award-winning author: *Your Goal Guide* and *52 Secrets for Goal-Setting and Goal-Getting*, a *Writer's Digest* contributor, and host of GoalChat, The Book Proposal Podcast, and Taste Buds with Deb. She has spoken for organizations including TEDx, Innovation Women, Wellcoaches, *Writer's Digest*, Wellcoaches, the LA County Bar Association, and more.

Interview Topics

BOOKS & PUBLISHING

- 5 Secrets to Choosing the Right Book to Write
- The 3 Cs of the Nonfiction Book Proposal
- What Every Expert Needs to Know About Publishing
- The Author Journey: Turning Your Knowledge Into a Book
- Build Your Soapbox: Why Every Author Needs a Platform

GOALS & PRODUCTIVITY

- The Secret to Success is There is no One Secret
- Why DEB Goals Are Better Than SMART Goals
- 3 Tips for Prioritizing and Completing a Passion Project
- Directed Journaling: The Duct Tape of Decision-Making
- 5 Ways to Stay Focused When Life Gets Complicated

BUSINESS & COMMUNICATIONS

- How to Set and Achieve Networking Goals
- 5 Networking Secrets for Making Connections that Count
- Online + Offline: Meshing Your Digital and IRL Presence
- LinkedIn Is Not Optional: Your Digital Rolodex at Work
- 5 Tips to Stand Out at Your Next Networking Event

BONUS MEDIA TOPIC: The Book Deb Didn't Expect to Write: How a Non-Parent Became a Co-Author of *Active Grandparenting: A Guide to Modern Family Dynamics, Healthier Habits, and Functional Fitness*

When Debra Eckerling asked her friend Kristen Coffield, the pioneer of the Active Grandparenting™ movement, "Where's your book? If you don't write it, someone else will," Kristen's response was, "Do you want to write it with me?" That conversation led to a collaboration, a strategic book proposal, and a publishing deal about a month after their agent submitted it to Skyhorse. It's proof that the right idea, positioned properly, creates a win-win for the authors, agent, publisher, and ultimately the readers.



What Others Say

"Deb's depth of knowledge, creativity, and genuine enthusiasm for helping authors shines through in everything she does, from her one-on-one work to her engaging talks."

~Brenda Knight, Publisher,
Books That Save Lives

"Debra knows what it takes to make a proposal stand out. Her work is always thoughtful, well-structured, and expertly crafted."

~ Paul Levine, Literary Agent

"Deb's energy is contagious. Not only will you learn a ton and get motivated, you'll be entertained. She's just fun!"

~Author Nita Sweeney

"Deb understands both the craft of writing and the realities of the publishing business."

~ Author Shel Holtz



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WRITER'S DIGEST

