



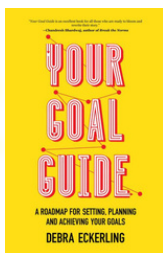
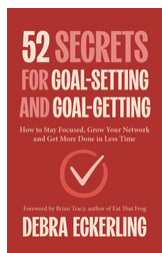
Debra Eckerling

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.

She speaks on goal-setting, productivity, writing, publishing, the author life, and networking.



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.

Example Talks

HOW TO WRITE THE WRITE BOOK

Before you write a book, you need a book proposal. This session takes thought leaders through the key elements they need to define before they start writing, including their idea, differentiator, audience, and comparable titles. By getting clear on these pieces first, authors save time and energy, while creating a stronger foundation for a successful book proposal and a more sellable book.

GOAL-SETTING SIMPLIFIED

Presented as a keynote, workshop, or small-group session, Debra shares her framework for turning ideas into action using The DEB Method: Determine Your Mission, Explore Your Options, and Brainstorm Your Path. Audiences learn how to create a foundation for their goals, define their direction, and develop strategies for making progress personally and professionally.

THE SECRET TO SUCCESS IS THERE IS NO ONE SECRET

For *52 Secrets for Goal-Setting and Goal-Getting* Debra interviewed 60 achievers in business, tech, entertainment, food, and creative fields, sharing their best strategies and stories. The format is simple: Debra flips through the book, an attendee says "Stop," and that becomes the next topic for an open discussion. Attendees learn from Debra, the book, and each other, discovering new tools and tactics.

OTHER OPTIONS INCLUDE:

- You Can't Reach Your Goals On Your Own: The Art and Craft of Networking
- How to Write a Winning Book Proposal Without Stress
- The Author Life: From Idea to Published Book
- Directed Journaling: The Duct Tape of Decision-Making and Problem Solving
- Build Your Soapbox: How to Decide, Build, and Maintain Your Author Platform
- Goal-Setting and Goal-Getting in Challenging Times

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 on the book proposal process."

~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

"What an engaging speaker and a beautiful soul." ~ Cara Heilmann, Int'l
Assoc of Career Coaches

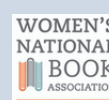
"Deb's energy is contagious. Not only will you learn a ton and get motivated, you'll be entertained. She's just fun!"

~Author Nita Sweeney

TEDxAlmansonParkLive



WRITER'S DIGEST



THE GREATER LOS ANGELES WRITERS CONFERENCE