Wanda Williams, Kaplan University MBA/Marketing Student  
Owner of Ichthus Inspirational Publications

What I Do
I run my own publishing company and specialize in inspirational literature. I review manuscripts and select the best ones for publication based on eight dimensions that help me to determine whether the book will be marketable and help identify the target demographic (age, gender, etc.). After suggesting edits, I work with my authors to finalize their books, print them, and sell them to bookstores.

What I Like Most About My Job
After struggling to publish my own manuscript, I enjoy helping others fulfill their dreams of becoming published authors. As a small business owner, I also get to wear many hats and make decisions for my entire company. Knowing that what I do has a real impact on the success of my company is very empowering.

Kaplan University Course I Rely On Every Day
When I started my company, I had no clue what running a business entailed. Kaplan University’s Business Perspectives course helped me set goals and develop business strategies that have paid off in more ways than I can count.

Best Advice For Individuals Considering My Field
Be selective. Every manuscript you publish reflects your business; I only publish about 3 percent of what I receive. Look to the Association of American Publishers for wonderful tools to assist the novice publisher. Finally, when you run a small business, it helps to familiarize yourself with tax law, public relations, marketing, etc.

I believe that books encourage people to continuously seek knowledge and truth. My goal is to publish materials that help people discover what they seek. My Kaplan University degree has given me the tools to do just that.

My Latest Achievement
The first book I published in 2007, *Crooked Places Made Straight* by Dr. Winona Stewart, can now be found in virtually all of the major bookstore chains and has been adopted by three schools as part of their standing curriculum. In fact, we just published the companion workbook for Dr. Stewart.

What Is On My To Do List
• Call different printing companies to find the best rates for my clients’ publishing needs
• Send a sample copy of a book to the author for final approval before submitting the final order to the printer
• Update my company’s website
• Plan the upcoming marketing campaign to expand the business

My Typical Day
8:00 AM Return calls and emails from potential clients  
9:00 AM Meet with an established author to discuss a new manuscript opportunity  
10:00 AM Call a new author whose manuscript is approved for publishing; review the contract and discuss edits to the manuscript  
11:00 AM Lunch  
NOON Open mail, sort through manuscripts and read synopses; rate and place into “Attention” or “Ignore” bins  
1:00 PM Match synopses in the “Attention” bin to corresponding manuscripts and begin reading through each one; assign a rating to determine which ones are acceptable for publishing  
2:00 PM Send rejection letters to the authors whose manuscripts have not been selected; send acceptance packets with contracts to authors whose manuscripts have been selected  
3:00 PM Call the printer to review specs for a book being printed  
4:00 PM Input company financial data into QuickBooks for bookkeeping and tax record purposes  
5:00 PM Select manuscripts to read/edit this evening