

John Leonard Köehler

Contact Information

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Skills

- Publishing
- Graphic Designer
- Author
- Senior Art Director
- Producer
- Motivational Speaker

Presentations

- Keynote Address
- Webinars
- Workshops

Website

www.koehlerbooks.com

Biography

John Köehler is the founder of Köehler Books Publishing, and runs the day-to-day operations. As an award-winning graphics designer and the author of seven books, including *Bipolar by Köehler*, he was awarded the lifetime achievement Silver Medal by the Advertising Federation of Hampton Roads (2016).

John's professional career includes Senior Art Director of a major advertising agency and running a design studio. He was also the Director of Young Life Capernaum in Hampton Roads, a ministry dedicated to helping children with disabilities. A cause he's still very much dedicated to.



John made an international splash in 1991 by winning the Boomerang World Championship in Perth, Australia, and was a member of the Foster's Boomerang 2000 Team, a touring troop that taught professional athletes, and others, the gospel of boomerangs.

John's motivation and mission with Köehler Books is to collaborate with clients to create, produce and publish award-winning works of art. His firm is well-known for teaching and training new writers the ropes of publishing. Working one-on-one with their clients, his team mentors and guides new authors to improve their craft. To help other aspiring writers and authors, Köehler Books freely distributes thousands of copies of the Pocket Guide to Publishing during his Workshop and seminar sessions.

Over the last several years, John has given publishing and design webinars, workshops and keynote addresses in locations including but not limited to, Los Angeles, Las Vegas, Chicago, New York, New Orleans, and across Virginia. He has given talks at BEA, BookCon, Author101, Historical Writers of America, Words and Music and various Mystery events.

He earned a BFA in Communications Arts and Design from Virginia Commonwealth University and attended graduate studies at George Washington University in Washington, D.C.

Publications

Pocket Guide to Publishing – 100 Things Authors Should Know; 2016

Teddy Rex – Secret Veggiesaurus; 2016

Billy Blue Sky; 2013

The Case of the Russian Maids; 2011

My Inflatable Heart; 2008

Benjamin – The road to Capernaum; 2007

Bipolar by Köehler; 2005

Presentation Proposal – A Guide to Publishing

TITLE A Guide to Publishing

DESCRIPTION John Koehler leads new writers through the wild world of publishing. From preparing their manuscript for submittal to designing a cover, John discusses the issues and difficult decisions that must be made. How to market and get their book into the hands of readers is also covered. This Guide is provided free to all who attend.

ABSTRACT Using his POCKET GUIDE TO PUBLISHING, John shows new authors the way through the often difficult and confusing publishing maze. Many questions are answered. Questions such as:

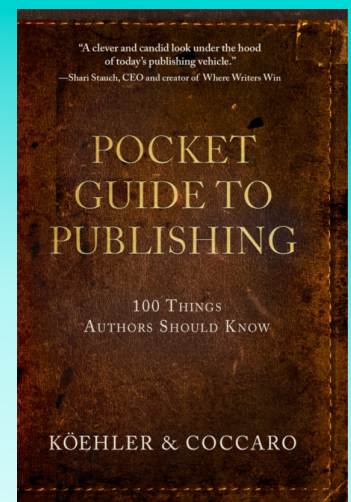
- How collaborative should the process be with a publisher?
- What is a decent royalty percentage?
- How is the sale price of a book determined?
- Do you need to have an attorney review a contract before signing?
- What's the difference between line and copy editing?
- How much and what kind of marketing should an author expect to do?

The various types of publishing is thoroughly explained along with the good and bad of each.

Traditional – reserved for established writers with superb stories with or without an agent. The term traditional means that the author will not pay for developmental costs or fees, and will typically be offered an advancement on royalties.

Co-Publishing – was designed for emerging and established writers with high-quality work desiring a professional-level of publishing experience. Writers accepted into our Emerging Author Program are positioned to land a traditional deal on subsequent books. Those best suited for this program are motivated and collaborative, and receive the same level of editing, creative development and marketing as our traditional authors.

Self-Publishing – Established with new writers in mind, this option is best for the entrepreneurial author who desires to manage the sales and distribution of their work. Or who just want a limited number of books for personal use. We provide the creative development and technical expertise, and then position and train the author to publish through IngramSpark.



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 Ebook: 4.99 978-1-63393-323-1

Presentation Proposal – Cover Design

TITLE Judging a Book by its Cover

DESCRIPTION John Koehler walks through the mystery and magic of great cover design

- How does design effect our every day lives
- The role of cover in book buys
- Qualities and criteria for great cover design
- Know your audience!
- What role should the author have?
- Examples of cover design and thoughts from designers
- Cover poll where the audience tests their skills

Pointing out the obvious to writers and authors about the thinking and craft of creating covers that break through and get noticed and bought.

ABSTRACT Authors should be involved with the thinking that goes into their cover design, but the design itself should be handled by a professional designer.

We live in a highly designed world and all of us are pummeled by good and bad design every day. We form our own opinions of what makes something beautiful or perfect for any given product. We then use that internalized design sense to choose product, including books.

Book cover design attempts to get inside the heads of the particular audience for any given title and provide a look that attracts that audience, with or without their knowledge.

"All books are judged by their covers until they are read."

—Maryrose Wood



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