



ESTHER FEDORKEVICH

HOW TO PUBLISH A BOOK

In this episode of the L3 Leadership Podcast, Esther Fedorkevich joins us to discuss her journey in entrepreneurship and publishing, offering valuable advice for aspiring authors.

ABOUT ESTHER:

Esther Fedorkevich is the founder of The Fedd Agency. She launched her career in 1997 as a salesperson for a major book publisher. Within six months, Esther sold a million dollars in products. From there she went to work for Dave Ramsey, a New York Times best-selling author and television host with a nationally syndicated radio program. She worked in the publishing department, selling and marketing Dave's books and other projects, and fell in love with book publishing. When Esther was pregnant with her first child, her entrepreneurial spirit was charged and decided to venture out on her own, selling books and ideas as a literary agent.

Esther founded The Fedd Agency in 2003 and began investing in authors. Her first client came to her for help when William Morris could not secure a book deal, even after pitching it for two years. With her innovative intervention and her acute business sense and selling skills, Esther got the author a three-book deal within two months. Esther continues to hone her innate marketing and sales talents, coupling that with a passion for selling life-changing books. Esther firmly believes she doesn't just represent authors, she represents and builds futures.

Using her natural entrepreneurial sensibilities, Esther also negotiates deals for film, television, and other derivative products. Additionally, The Fedd Agency offers agency guided publishing and audio book production services. Esther lives in Austin, TX and has two rockstar kids, Alexi Jane and Paul Gregory. In her spare time, you can find Esther shooting hoops, swinging a golf club or tennis racket, reading, or cooking gourmet meals for her family and friends. Her favorite book is *How to Win Friends and Influence People* by Dale Carnegie.

4 KEY TAKEAWAYS:

1. Esther shines a light on the nuances of writing, publishing, and marketing a successful book.
2. She shares her professional journey of selling over a million dollars in book products within six months to leveraging her talent as a literary agent and founding Fed Agency.
3. Ester talks about her entrepreneurial upbringing and how that has been instrumental in her current success.
4. She discusses why she believes everyone has a book inside of them and why people should consider writing their own.

"I look at a book sold as a prayer answered."

