

# THE PROFITABLE AUTHOR

By Sharon Woodhouse

Start Building a Sustainable Business You Love

## About the Author



**Author Sharon Woodhouse** is a former indie book publisher and current owner of [Conspire Creative](#), a book business agency that offers coaching, consulting, project management, and business support services for authors and indie publishers. She writes about all aspects of creating holistic, income-generating author businesses you love and finding your place in the vibrant ecosystem of books.

Woodhouse has taken an entrepreneurial approach to just about everything since first becoming self-employed as a teenager over three decades ago. She has directly counseled and coached hundreds of

authors, publishers, solo professionals, creative small business owners, and job-changers in various aspects of setting up shop, running a small book-related enterprise, publishing, and promotion, emphasizing options, customized approaches, strategic planning, inexpensive and creative marketing, win-win partnerships, and developing an entrepreneurial mindset. She has helped tens of thousands of other authors through her teaching, group coaching, and writing.

In 1994, Woodhouse founded her first publishing company and created with a small staff the beloved Chicago brand of Lake Claremont Press. LCP published over 500,000 books of 80 different titles in its 25 years and won 30 small press awards. In 2011, she started Everything Goes Media, LLC, to encompass her growing range of book industry activities, including consulting, coaching, mediation, print brokering, private publishing, and project management.

Sharon's businesses, and the authors and books she has published, have been featured in hundreds of local, national, and international media outlets, including A&E, the BBC, *Business Week*, the *Chicago Tribune*, CNN, *Crain's Chicago Business*, FOX, the History Channel, NPR, the National Geographic Channel, the *New York Times*, the Travel Channel, *USA Today*, the *Wall Street Journal*, and the *Washington Post*.

Her clients have included all manner of authors, publishers, creatives, business owners, thought leaders, project leaders, consultants, scientists, academics, tradespeople, public figures, corporate dropouts, mid-lifers in transition, students, and retirees. They have come from the arts, the trades, business, academia, law, government, medicine, engineering, science, nonprofits, museums, fundraising, finance, entertainment, media, journalism, and four different continents. Many are multi-passionate, multi-talented, multi-hyphenates!

Sharon received her coaching training from Coach Training Alliance, and is a certified professional coach and a member of the International Coach Federation. She has studied mediation and conflict resolution for 35 years, including with the Peace and Global Studies Department of Earlham College; through NGOs in Geneva, Rome, and Budapest; the ABA; and Mediate.com. She has a B.A. in Philosophy from the University of Illinois-Chicago and a Graduate Certificate in Mediation and Negotiation from the University of Wisconsin-Milwaukee. She has an M.A. in Communication from UWM, where her work focused on mediation, difficult conversations, and coaching presence.

Woodhouse is a longtime advocate of entrepreneurship, vibrant urban neighborhoods, old movie palaces, public transportation, free speech, science, and civilized civic behavior. Her most cherished win was co-leading a community effort to save the historic Davis Theater in Chicago's Lincoln Square neighborhood. She currently lives and works in Chicago's Lakeview East neighborhood.

Follow her writing on holistic author businesses, entrepreneurship for authors, book publishing, and book marketing on [Medium.com](#) and [Substack](#).