

# Sandy Point Ink

by Jonathan O'Brien

Sandy Point Ink LLC is an independent publishing company formed by my wife, Charlotte, and I in 2007, in Santa Barbara County, California. *Right Before You Write: The Ground-breaking Planning Process Used To Win More Than \$385 Million In Competitive Grant Awards* is the first of ten *good books for good people who do good things* that we will publish in the next 10 years. Our intent is to join the ranks of what *Fortune Small Business* magazine calls entrepreneurial couples: "...one of the most dynamic and unexpected forces in small business today."

So, how did we come up with the name for our publishing company? Well, in the prettiest part of the prettiest state in the union, on the prettiest lake, is the prettiest road that meanders its way through an enchanted stream-fed forest. This road, known as Sandy Point Way, is named after a tiny sand bar on Green Lake in Ellsworth, Maine. Nearby is our camp on Sandy Point Way, where we spend idyllic summers recharging, rejoicing, rekindling friendships and family bonds, and reprioritizing what we do the rest of the year.

And, how did we become publishers? As he has helped many others, Dan Poynter helped us to make the decision. We had interviewed Dan many years ago on "Beyond Words," the NPR program I created and

co-hosted. His *Self Publishing Manual: How to Write, Print and Sell Your Own Book* gave us the tools we were looking for to make the leap.

*Right Before You Write* reflects my 30+ years of creative experiences with my decidedly different teaching style to demonstrate how FUNDamental storytelling principles used by Hollywood's top screenwriters help better applicants' writing by bettering their thinking—and better their ability to win grants for worthy causes. While most grant writing books launch right into the details of filling in the blanks, wording specific responses to specific questions, finding grant money, and creating budgets, *Right Before You Write* first takes the reader through the process of "retooling their gray matter," that is, reverse engineering the way the reader thinks about a grant proposal before the writing begins.

A question I'm often asked is how did a film school brat/television executive/screenwriting teacher/radio host end up in the non-profit world designing programs and writing grants that help the disadvantaged?

The question should not be "How...?" but "Why...?" And my standard answer? "I have better things to do." Although I am still involved in stories and video production and other forms of media, I was simply not cut

out to be in the mainstream of show business. Now, for every hour I work I earn an average of \$7,000 for those less fortunate. *Right Before You Write* is my way of empowering others to do the same.

That's the "better" in something better to do.

Our goals for Sandy Point Ink are simple:

- Produce reasonably priced, entertaining, and informative books
- Validate our belief that the best marketing tool is a book that resonates with words and thoughts

[MEMBER PROFILE  
continued, page 18]

## CLASSIFIED MALL

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Ads are \$1 per word and must be paid for when placed. Credit cards accepted. \$25 minimum. Possible categories include Services/Products, For Sale, and Help Wanted/Jobs Sought. Deadline is six weeks preceding issue date.

## MEMBER PROFILE, continued from page 17

- Our small, streamlined operation will be able to handle our big ideas
- Validate our belief that the shortest distance between an author and a reader is a self-published book
- Gain a reputation for being a fun, reliable, straightforward springboard for people with a good cause
- Help the buyer through continued dialog, follow-up, and using us as a resource

Our definition of success is to make a profit by making a difference. Not Fortune 500 thinking, we know. But we see success not in numbers, but in just being fortunate enough to do our best at what we like to do best.

And, if last summer we were told that by our December 15 publication date, *Right Before You Write* would be...

- Distributed through Quality Books, Inc.
- Available at [www.SandyPointInk.com](http://www.SandyPointInk.com) and Amazon.com

## INDUSTRY HAPPENINGS

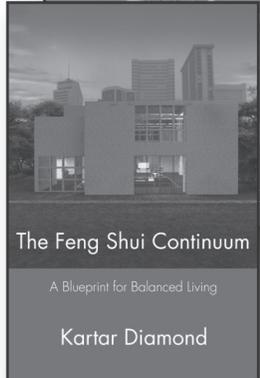
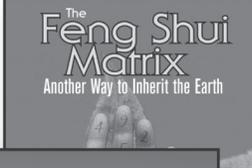
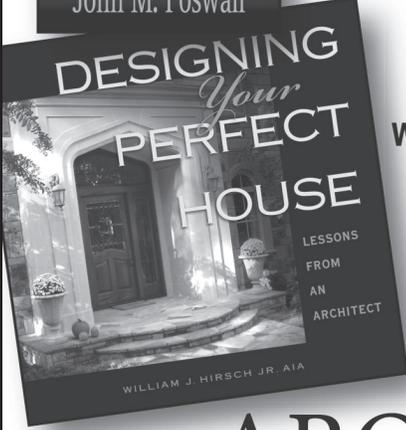
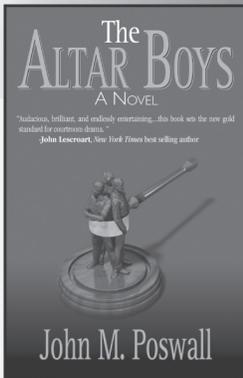
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