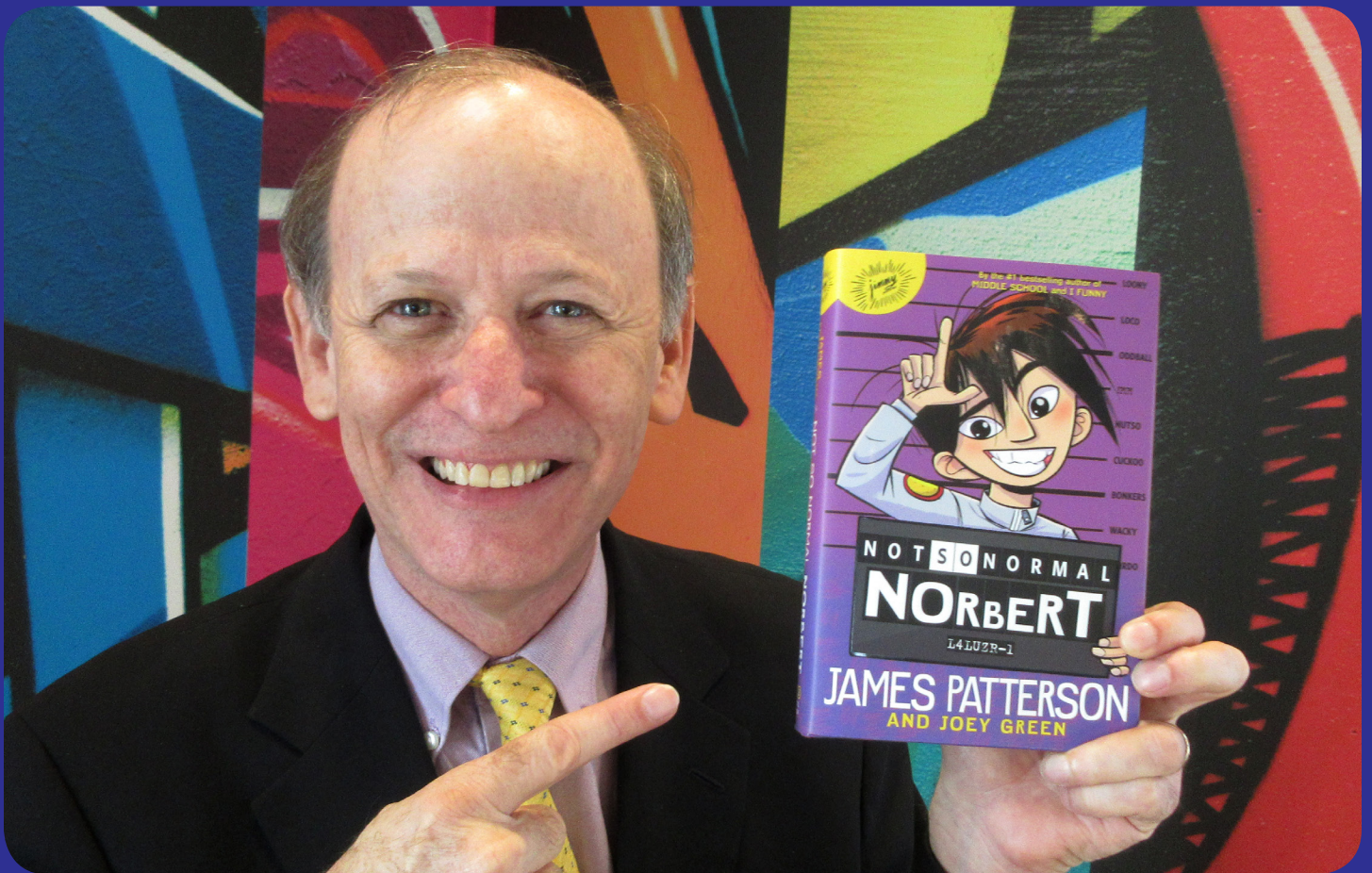


SPEAKER PROPOSAL

How to Write a Best-Selling Middle-Grade Novel



Joey Green

REPRESENTED BY:
Barb North

Brook Forest Entertainment LLC
Tel: (818) 347-5098
barb@comedynorth.com

Brook Forest Entertainment LLC

22647 Ventura Blvd., #422 • Woodland Hills, CA 91364

(818) 347-5098 • barb@comedynorth.com

Inspiring speakers educate and entertain. They bring awareness, attract media attention and new participants, increase prestige, empower people to share their creative talents, and make your attendees feel like they got their money's worth.

If you'd like a professional and engaging speaker who will both inform, motivate, and amuse your audience, I highly recommend author Joey Green.

As a professional speaker with more than 20 years of experience and as the author of more than 60 books (including his latest middle-grade book written with mega-selling author James Patterson), Joey will add value to your event, attract attendees, and excite your audience. He is funny, smart, and a joy to work with.

Booking Joey Green to speak at your conference ensures a successful event. After each of his presentations, Joey conducts a fifteen-minute Q & A, and we can also arrange for him to spend time networking with your guests, participate in breakout sessions and panel discussions, and take part in other components of your event, such as one-on-one critiques.

I look forward to discussing this proposal and Joey's availability with you in more detail.

Sincerely,

A handwritten signature in black ink that reads "Barb". The signature is fluid and cursive, with the first letter being a large, stylized "B".

Barb North

How to Write a Best-Selling Middle-Grade Novel:

WHAT I LEARNED WORKING WITH JAMES PATTERSON

Description:

What would you do if mega-selling author James Patterson invited you to write a middle-grade novel with him—even though you’ve never written a middle-grade novel in your life? Panic? Say no? Blow the opportunity? Or immerse yourself in middle-grade books, buckle down, and write like you’ve never written before?

Author Joey Green shares every trick he learned writing the hit middle-grade novel *Not So Normal Norbert* with the master of suspense. In this crash course, you’ll learn how to spin your theme into an inventive plot, develop spellbinding characters, give your protagonist drive, outline the entire book, design cliffhangers that keep readers turning the page, raise the stakes, and capture an authentic middle-grade voice. As the author of more than 60 published books, Joey Green also explains how you can pound out a first draft, infuse the manuscript with jokes, and effectively rewrite and revise the manuscript to sell the book to an agent or publishing house.

Key Messages:

- Plot is everything.
- Create a memorable protagonist and antagonist.
- Make every chapter a scene — like a movie.
- Outline, outline, outline.
- Less is more. Don’t say in six pages what you can say in three pages.
- Rewrite, rewrite, rewrite.

LENGTH: 45 MINUTES, followed by 15 minutes of Q&A

AV requirements: microphone.

How to Give Your Book a Clever Hook:

WHERE DO YOU GET YOUR IDEAS?

Description:

Everyone knows the key to selling a book to an agent or editor is a clever hook, but no one tells you how to conceive a compelling hook before you sit down to start writing the book. As the author of more than 60 published books and a former contributing editor to *National Lampoon*, Joey Green shares his vast experience generating offbeat ideas to teach you 10 surefire techniques to devise an irresistible hook that makes your book stand out and spark unbridled enthusiasm. Joey's hysterical and enlightening presentation will equip you with foolproof methods to think way outside the box, including comedy improv exercises, the linking of incongruities, the what-if game, and advertising brainstorming strategies. You'll also discover the tricks Joey successfully employed to devise the hooks for his fiction and non-fiction books, magazine articles, and his recent middle-grade book, a collaboration with mega-selling author James Patterson.

Key Messages:

- Throw a pie in their face and then say something smart.
- Fill your head with stimuli and let them percolate.
- Brainstorm productively.
- Link incongruities.
- Be innovative, passionate, persistent, and meticulous.

LENGTH: 45 MINUTES, followed by 15 minutes of Q&A

AV requirements: microphone.

How to Brand Yourself Like a Brand-Name Product:

AND GET YOUR BOOK PUBLISHED

Description:

How can you brand yourself if you don't have the marketing expertise to accurately pinpoint what your unique brand is? As the author of more than 60 books and a former advertising copywriter at J. Walter Thompson, Joey Green outlines 5 powerful steps to properly identify your brand and start marketing yourself as the distinct individual you are. In this amusing and informative presentation, Joey shares his wealth of publishing experience and a treasure trove of Madison Avenue marketing secrets that will change the way you see yourself, present yourself, and market your book projects—from proposal to published book. You'll walk away with the tools you need to cut through the clutter and get your book successfully published and marketed. Joey's hilarious tales from his days writing for *National Lampoon*, creating television commercials for Burger King, getting into a food fight with Rosie O'Donnell on national television, and collaborating on his first middle-grade book with James Patterson will inspire you to discover and best leverage your persona.

Key Messages:

- Think of yourself as a one-of-a-kind product and then sell yourself.
- Believe in yourself, do what you love, and let your passion be contagious.
- When everyone zigs, you have to zag.
- Drive your brand, don't let your brand drive you.
- Recognize social media as a ridiculous game you must play.
- To be a successful author today, you need to be a writer, editor, marketer, publicist, social media maven, personality, and chief cook and bottle washer.

LENGTH: 45 MINUTES, followed by 15 minutes of Q&A

AV requirements: microphone.

Wacky Uses for Brand-Name Products:

HOW TO THINK WAY OUTSIDE THE BOX

Description:

Clean a toilet with Coca-Cola? Polish furniture with Spam? Shave with Jif Peanut Butter? Cure diaper rash with Crisco All-Vegetable Shortening? Your audiences will be on the edge of their seats as they discover Joey Green's strange yet useful household hints from his best-selling books. Joey keeps everyone tickled with laughter as he demonstrates how to clean stains from carpet with Pampers, relieve neck pain with Uncle Ben's Converted Brand Rice, hide money in a Mennen Speed Stick, clean scuff marks from floors with a Wilson Tennis Ball, dye clothes with Maxwell House Coffee, clean a diamond ring with Efferdent, and start a campfire with Doritos. His hysterical and high-spirited presentation has made him a popular guest on national television shows from *Good Morning America* to *The Tonight Show*.

Key Messages:

- Divergent thinking leads to clever book ideas.
- Ideas stem from embracing life with a childlike sense of awe and wonder.
- Investigating the mundane can unearth fascinating stories.
- Happy accidents lead to amazing discoveries.
- Even household chores can be amusing.

LENGTH: 45 MINUTES, followed by 15 minutes of Q&A

AV requirements: microphone.

SPEAKER BIO

JOEY GREEN

BEST-SELLING AUTHOR



Joey Green, a professional speaker for more than 20 years, has appeared on dozens of national television shows, including *The Tonight Show*, *Good Morning America*, and *The View*. He got Martin Short to polish furniture with Spam, poured a can of Miller Beer on Conan O'Brien's head to mousse his hair, and got Rosie O'Donnell to shave her legs with Jif Peanut Butter. Joey has been profiled in the *New York Times*, *People*, the *Los Angeles Times*, the *Washington Post*, and *USA Today*, and he has been interviewed on hundreds of radio shows.

A former contributing editor to *National Lampoon* and a former advertising copywriter at J. Walter Thompson and Walt Disney World, Joey is the author of more than sixty books, published by such major publishing houses as Penguin, Little Brown, Simon & Schuster, St. Martin's Press, Hyperion, Rodale, Andrews McMeel Universal, HarperCollins, and many more. His books include the middle-grade novel *Not So Normal Norbert* (written with mega-selling author James Patterson), *Last-Minute Survival Secrets*, *Last-Minute Travel Secrets*, *Contrary to Popular Belief*, *Clean It! Fix It! Eat It!*, the best-selling *Joey Green's Magic Brands* series, *The Mad Scientist Handbook* series, and *You Know You've Reached Middle Age If...*—to name just a few.

Joey has delivered captivating lectures at more than 100 events, conferences, and gatherings delighting audiences with his hysterical and high-spirited demonstrations, opening people's eyes to the potential hiding in themselves—providing laughter and learning. His high-profile speaking engagements include dozens of Home and Garden Shows across the United States and Canada, and most recently as a speaker at the Orange County Children's Book Festival.

Joey Green's TRACK RECORD

Book Events

- Orange County Children's Book Festival
- Los Angeles Unified School District "Passport to Reading" Literacy Book Fair (4 years)
- Los Angeles Times Festival of Books

Colleges

- Columbia Scholastic Press Association Annual Convention, New York, NY (3 years)
- Cornell University, Ithaca, NY (2 years)
- Santiago Canyon College, Orange, CA
- University of New Hampshire, Durham, NH

Corporate Events

- California Association of Realtors, Burbank, CA
- PROMO Expo, Chicago, IL
- Pioneer Network Convention, Kansas City, KS

Home and Garden Shows

- Albuquerque Home and Lifestyle Expo
- Anaheim Home and Garden Show
- Annapolis Home and Remodeling Expo
- Arrowhead Home and Builder Show (4 years)
- Austin Home and Garden Show
- Bakersfield Home and Garden Show (2 years)
- Boston Home and Garden Show (2 years)
- California State Home and Garden Show (2 years)
- Calgary Home and Garden Show
- Capital Home and Garden Show
- Cleveland National Home and Garden Show
- Council Bluffs Home and Landscaping Show
- Dallas Home and Garden Market
- Edmonton Home and Garden Show
- Erie Home and Garden Expo
- Fort Wayne Home and Garden Show
- Grand Rapids Home and Garden Show
- Greater Tulsa Home and Garden Show
- Houston Home and Garden Show
- Indianapolis Home Show
- Kansas City Home Show (2 years)
- Las Vegas Home and Garden Show
- Maryland Home and Garden Show (3 years)
- Michigan Home and Garden Show (2 years)
- Muncie Home Show

- New Jersey Home Show
- Novi Home Remodeling Show
- Ontario Home and Garden Show
- Ottawa Home Show
- Peoria Official Spring Home Show
- Philadelphia Home and Garden Show
- Pima County Home & Garden Show
- Salt Lake City Home and Garden Show (2 years)
- San Antonio Home and Garden Show
- San Jose Home and Garden Show
- Seattle Home and Garden Show
- St. Charles Home and Garden Show
- St. Louis Home and Garden Show (2 years)
- Texas Home and Garden Show (3 years)
- Utah Home Remodeling and Decorating Show
- West Michigan Home and Garden Show
- West New York Home and Garden Expo

Organizations

- Brandeis Women of Encino
- Brandeis Women of Agoura
- Rotary Club of Calabasas

RV Shows

- California RV Show
- Chicago Boat, Sports & RV Show
- Colorado RV Adventure Travel Show
- Iowa RV & Travel Show
- Minneapolis RV, Vacation & Camping Show
- North Carolina RV & Camping Show
- South Carolina RV & Camping Show

Schools

- A.E. Wright Middle School, Calabasas, CA
- Gragny Elementary School, Miami, FL
- Round Meadow Elementary School, Hidden Hills, CA
- Welby Way Elementary School, West Hills, CA

Spokesperson

- Procter & Gamble
- Medtech
- Reckitt Benckiser
- Signature Brands
- Unilever

What They Say About Joey Green

“A genius.”

—Dianne Sawyer on Good Morning America

“A man who definitely needs to get out of the house more often.”

—Joy Behar on The View

“His deadpan explanations end in punchlines that would have a stand-up comic’s audience in the aisles.”

—The New York Times

“Joey does an outstanding professional job. He’s entertaining, energetic, and easy to work with.”

—Ron Murphy
Duluth Home & Builder Show

“Joey attracted huge crowds to our shows, with standing room only! People came just to see Joey.”

—Bonnie Noyce Faust
Calgary Home & Garden Show

“Joey, thank you for being so incredibly easy to work with; it makes our jobs so much easier. Your creativity and energy makes working with you an absolute pleasure!”

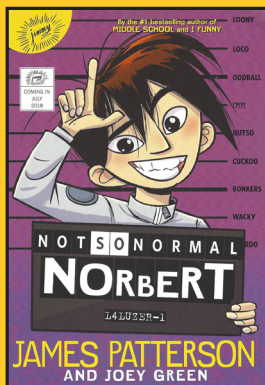
—Gary Zide, Ellen Viehmann, and Tammy Ridgley
St. Charles Home & Garden Show

**See Joey Green’s Demo Reel at:
www.joeygreen.com**

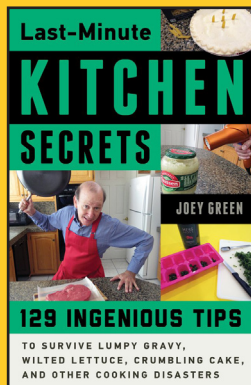


Joey Green

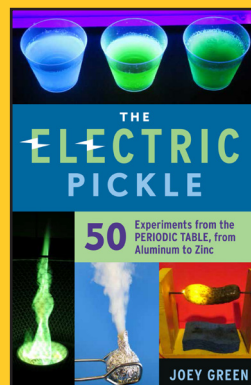
Published Books



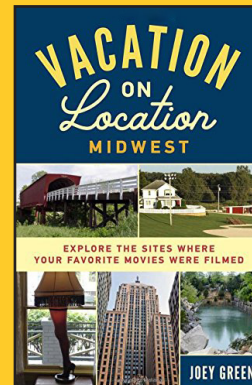
Not So Normal Norbert
Little, Brown 2018



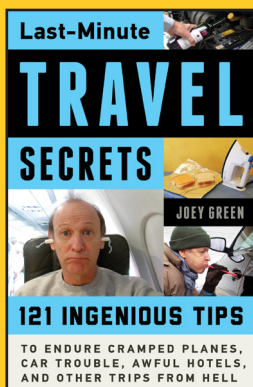
Last-Minute Kitchen Secrets
Chicago Review Press, 2018



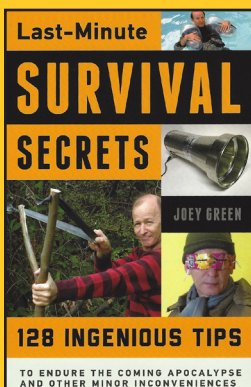
The Electric Pickle
Chicago Review Press, 2017



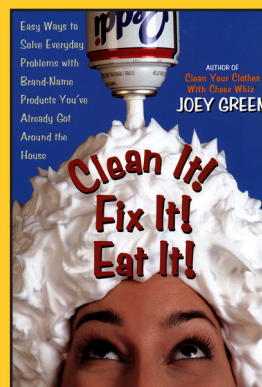
Vacation on Location
Chicago Review Press, 2017



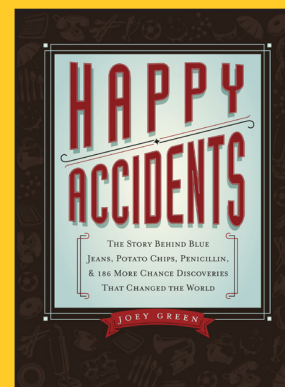
Last-Minute Travel Secrets
Chicago Review Press, 2016



Last-Minute Survival Secrets
Chicago Review Press, 2015



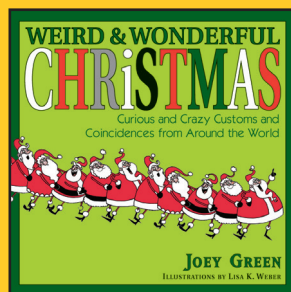
Clean It! Fix It! Eat It! (Rev)
Penguin, 2014



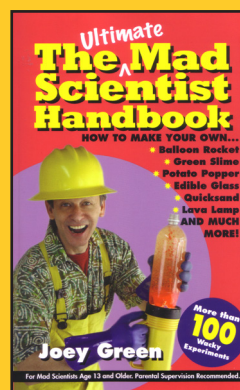
Happy Accidents
Hallmark Gift Books, 2013



Joey Green's Magic Health Remedies
Rodale, 2013



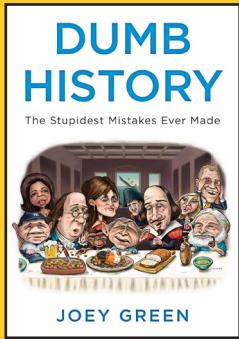
Weird & Wonderful Christmas
Black Dog & Leventhal, 2012



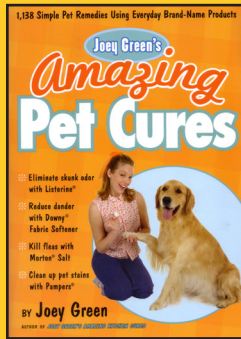
The Ultimate Mad Scientist Handbook
Lunatic Press, 2012



Joey Green's Kitchen Magic
Rodale, 2012



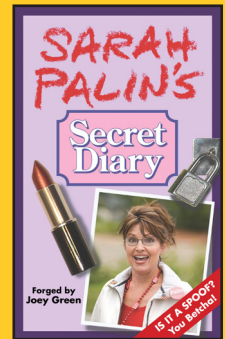
Dumb History
Plume, 2012



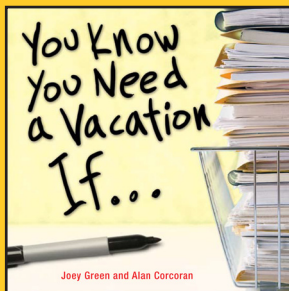
**Joey Green's
Amazing Pet Cures**
Rodale, 2011



**Joey Green's
Cleaning Magic**
Rodale, 2010



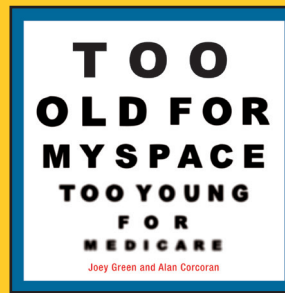
Sarah Palin's Secret Diary
Lunatic Press, 2009



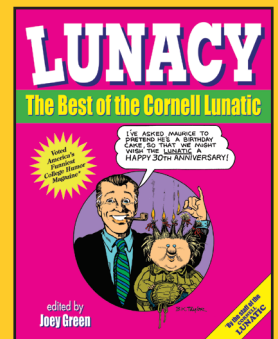
**You Know You Need a
Vacation If . . .**
Andrews McMeel, 2008



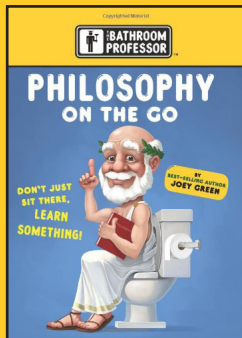
Joey Green's Fix-It Magic
Rodale, 2008



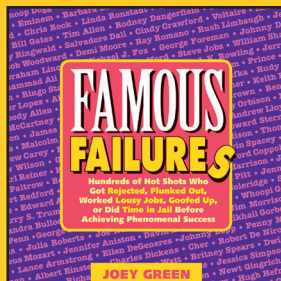
**Too Old for MySpace,
Too Young for Medicare**
Andrews McMeel, 2008



Lunacy
Lunatic Press, 2008



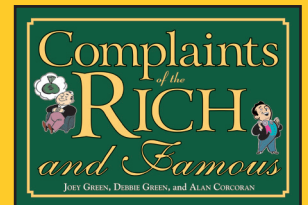
**Bathroom Professor:
Philosophy on the Go**
Running Press, 2007



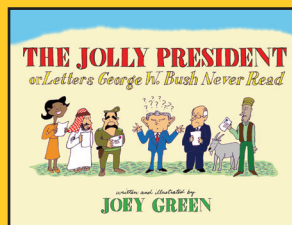
Famous Failures
Lunatic Press, 2007



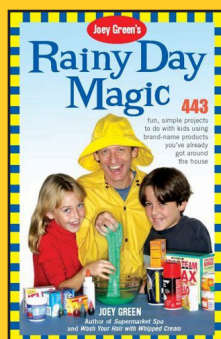
**Joey Green's
Mealtime Magic**
Rodale, 2007



**Champagne and
Caviar Again?**
Lunatic Press, 2007



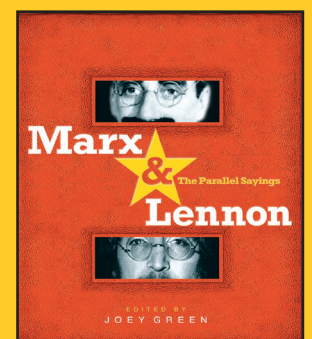
The Jolly President
Lunatic Press, 2006



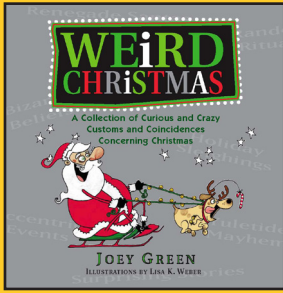
**Joey Green's
Rainy Day Magic**
Fair Winds, 2006



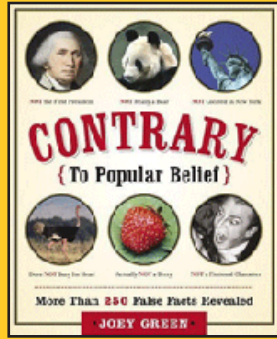
**Joey Green's
Supermarket Spa**
Fair Winds, 2005



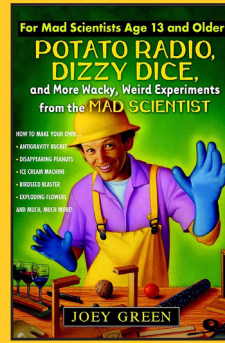
**Marx & Lennon:
The Parallel Sayings**
Hyperion, 2005



Weird Christmas
Black Dog & Leventhal, 2005



Contrary to Popular Belief
Broadway, 2005



Potato Radio, Dizzy Dice
Perigee, 2004



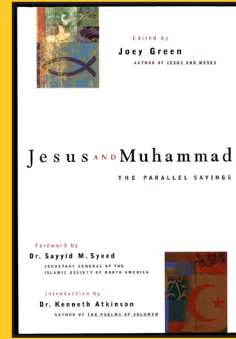
Joey Green's Incredible Country Store
Rodale, 2004



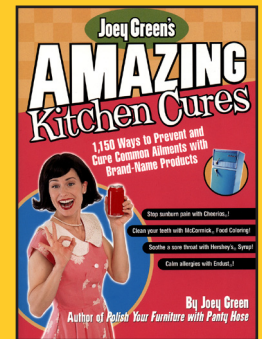
How They Met
Black Dog & Leventhal, 2003



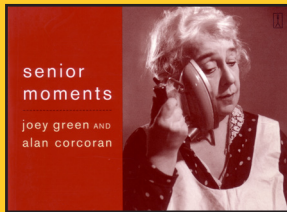
Joey Green's Gardening Magic
Rodale, 2003



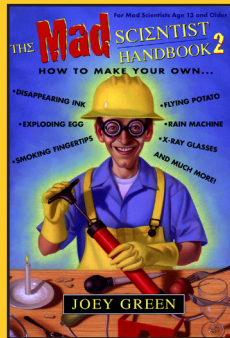
Jesus and Muhammad: The Parallel Sayings
Ulysses, 2003



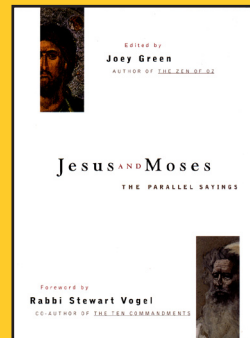
Joey Green's Amazing Kitchen Cures
Running Press, 2002



Senior Moments
Simon & Shuster, 2002



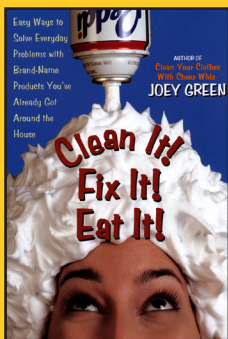
The Mad Scientist Handbook 2
Perigee, 2002



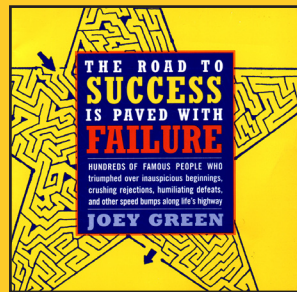
Jesus and Moses: The Parallel Sayings
Ulysses, 2002



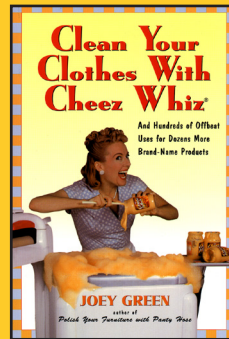
Joey Green's Magic Brands
Rodale, 2001



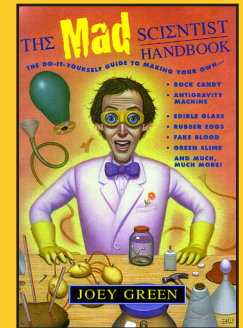
Clean It! Fix It! Eat It!
Prentice Hall, 2001



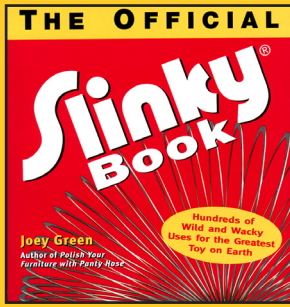
The Road to Success Is Paved with Failure
Little, Brown, 2001



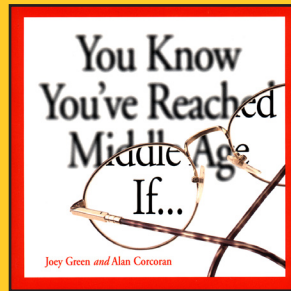
Clean Your Clothes with Cheez Whiz
Renaissance, 2000



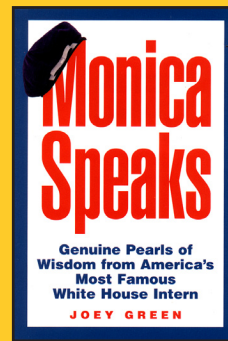
The Mad Scientist Handbook
Perigee, 2000



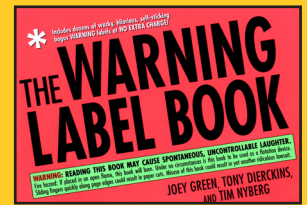
The Official Slinky Handbook
Perigee, 1999



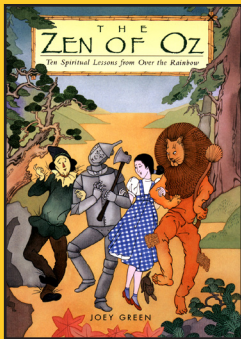
You Know You've Reached Middle Age If . . .
Andrews McMeel, 1999



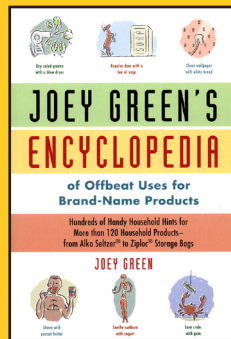
Monica Speaks
Andrews McMeel, 1999



The Warning Label Book
St. Martin's Press, 1998



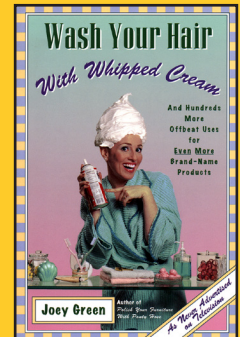
The Zen of Oz
Renaissance, 1998



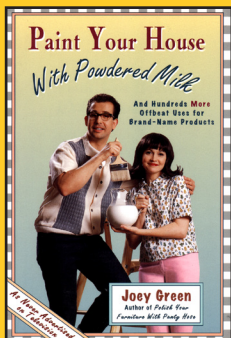
Joey Green's Encyclopedia
Hyperion, 1998



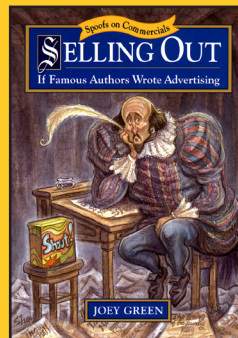
The Bubble Wrap Book
HarperCollins, 1997



Wash Your Hair with Whipped Cream
Hyperion, 1997



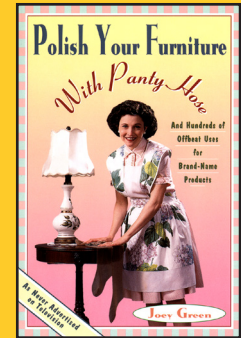
Paint Your House with Powdered Milk
Hyperion, 1996



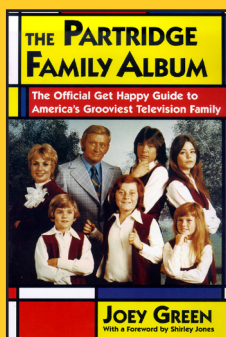
Selling Out
Macmillan, 1996



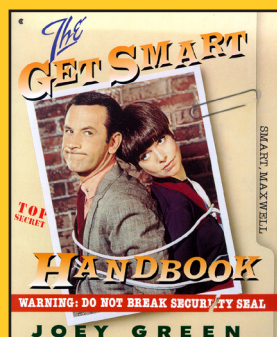
Hi Bob!
St. Martin's Press, 1996



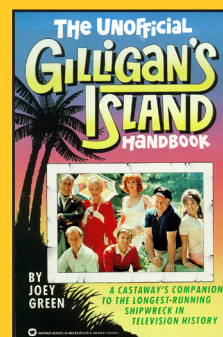
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