

**California Literary Arts Society
Writing Workshop Series**

Write, Self-Publish, and Sell Your Book

Five 2-Hour Workshops

Saturdays from 2 to 4 p.m.

July 30, August 6, 13, 20, and 27, 2011

Oxnard Performing Arts Center

800 Hobson Way, Oxnard, CA 93030

\$29 per workshop; \$125 for the series

Description

How to produce a book according to professional book publishing standards, and self-publish and sell it yourself. Includes detailed informational handouts

Presenter

Mary Embree, Author, Editor, Literary Consultant

Founder of California Literary Arts Society (CLAS)

Please indicate which workshops you wish to attend, make a check payable to Embree Literary Services, and send it to

P.O. Box 1341, Port Hueneme, CA 93044

For more information or reservations contact maryembree@gmail.com ~ 805/985-1113

Write, Self-Publish, and Sell Your Book

Five Two-hour Workshops

#1: July 30. Book Proposal/Business Plan, Part 1

A step-by-step guide to preparing a book proposal whether it is for a literary agent, a book publisher or your own publishing company. A book proposal is like a business plan or project design. It can serve as a guide and a checklist of what you need to do to write a book that has a good chance of selling well. In this workshop you will learn:

- ◆ how to focus on your subject.
- ◆ how to describe your book to others.
- ◆ how to organize your material.
- ◆ whether you have a salable idea.
- ◆ how to sell yourself.
- ◆ what your competition is.

Assignment: Prepare an outline of your book proposal using the handout as a guide. Write the opening sentence of your book. Determine who your target audience is.

Handout: How to Prepare a Book Proposal

#2: August 6. Book Proposal/Business Plan, Part 2

An interactive workshop with readings, a discussion, and a question and answer period. Participants will be asked to describe their book project, their goals for it, and the type of readers who they believe will be interested in reading it.

Handout: Same as above

#3: August 13. Editing Your Book

How to edit your book according to book publishing standards. In this session the standards, styles, and new rules of writing will be explained. Even if writers decide to hire a professional editor, they can save time and money by following these guidelines and doing the first edit themselves.

Handout: Book Editing Standards and Principles

#4: August 20. The Business of Self-publishing

This session explains the choices you have: Find a publisher, form your own publishing company and do it all yourself, or go with a company that will do some of it for you, for a price. The following are the steps needed to publish a book yourself.

- ◆ Choosing and registering a fictitious business name for your publishing company
- ◆ Getting a sales tax permit (also called a Seller's Permit)
- ◆ Getting a business license. Some cities require this whether you have a separate office or work out of your home.
- ◆ Registering your copyright
- ◆ Applying for a Library of Congress Control Number (LCCN)
- ◆ Purchasing an ISBN and barcode

Handout: Self-Publishing Information

#5. August 27. Marketing and Promotion

This session covers many facets of promoting and selling your book. They include:

- ◆ Networking at book festivals, writer's clubs, seminars, etc.
- ◆ Speaking engagements
- ◆ Conducting seminars and workshops
- ◆ Getting book reviews
- ◆ Distributing your business cards
- ◆ Social networking such as Facebook, LinkedIn, blogging, etc.

Handout: Promotional Ideas and Social Networks

Available for purchase at the workshops



The Author's Toolkit: A Step-by-Step Guide to Writing and Publishing Your Book, Third Edition. “An invaluable reference for anyone seeking to launch and sustain a professional writing career.” —Midwest Book Review.
List price: \$19.95. Workshop special: \$18.00



The Birds and Bees of Words: A Guide to the Most Common Errors in Usage, Spelling, and Grammar. A thoroughly “user friendly” instructional guide to 21st Century American English. Recommended for anyone wanting to write professionally.
List price: \$14.95. Workshop special \$10.00.