



Syllabus

Publishing or Self-publishing

(2 hour class)

FYI... You do not need to have any previous experience to be a Self-publisher.

Book design and book layout, book editing, self-publishing how-to and book marketing.

Getting Started How-to link to the booktrade, writer's resources and publishing vendors.

Understand Your Publishing Options: Royalty, Vanity, Online POD, Self-Publishing Pros and Cons and What's Right For You.

Registration: Fast and easy-to-use ISBN, LCCN, CIP, and PCIP Companies.

Agent: How to find an agent.

Artist or Illustrator: How to find an artist or illustrator.

Copywriting: Protecting your body of work.

Advertising: Internet, libraries, bookstores.

Manuscript Submission Guidelines

Publishers Contracts

Print on demand (POD)

Distributor verses Wholesale

Book marketing and Customer Insight

***The instructor is an award winning children's chapter book author.**