

## Course outline

### Course Tutor:

**KEVIN GILMARTIN**

### Course content:

#### The Book

Writing: Getting your manuscript in shape. Drafts, length, chapter length.

Editing: subbing and proofreading.

Formatting: Calibre, etc.

Research: what else in genre/ what works, what doesn't.

The blurb: your most important tool.

The Cover: Design options and services.

#### Publishing on Amazon Kindle

Step by step through the process

Rights.

Pricing: how to pitch it. When to offer a "freemium"

Royalties: what's your cut?

#### The Promo: How to sell yourself.

Social Media: your most effective tool

Reviewers: how to create word of mouth.

Book Blogs

Special Offers.

#### Publishing: The traditional route

The synopsis and query letter: how to write and structure.

Approaching agents: what works, what doesn't.

What publishers are looking for: how to avoid the slush pile.

#### Qualifications:

No formal qualifications required.