



TRAINING SESSION

COURSE: The Book Route: Getting your project published
DURATION: 2 sessions of 120 minutes
TUTORS: **Jean Rafferty**

OUTLINE:

Programme

INTRODUCTION

Short overview of the market

POSITIONING YOUR PROJECT IN THE MARKET

Where to place it, how it fits into the market, how to take the work forward.

SELF PUBLISHING OR TRADITIONAL PUBLISHING

The way traditional publishers operate and the requirements if you decide to go it alone: Editing, Finding a great cover, E-Book or hard copy? ISBN numbers and getting registered on Nielsen.

ARE AGENTS WORTH THEIR 15 PERCENT?

The pros and cons of having an agent and how to go about finding someone who fits your needs and profile.

PUBLICITY

How to get your book noticed when the information highway is crammed with other writers? Branding, Finding your Unique Selling Point, Pitching ideas to editors, Creating a website, Using social media and your own social networks.