

The Bookroute: Getting your project published



Course outline

Course Tutor:

JEAN RAFFERTY

Biog:

Jean Rafferty is an award-winning feature writer who has twice been nominated for the UK Press Awards, an unusual honour for a freelance. She has worked for a wide range of publications, both broadsheet and tabloid, magazines and newspapers, from the Sunday Times Magazine and Guardian Weekend to the Daily Record and the Sunday People. She has won awards in varied fields such as travel and medical writing and is the author of two non-fiction books about sport. Her first two works of fiction were nominated for literary prizes. Her most recent novel, Foul Deeds Will Rise, was published in June 2019 and Savage Stories, a pamphlet of dramatic monologues, was published by her own Fireopal Books in 2021. More information can be found on her website, www.jeanrafferty.com

Duration: Two sessions of 120 minutes via Zoom

Course Content:

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.