Writing NSW Self-Publishing Program 2018

Self-Publishing Program Schedule
Please make careful note of dates and times as the duration between sessions and the length of individual sessions varies.

All classes start at 6:30pm and finish at either 8:30 or 9:30pm.

Session One
Wednesday 26 September, 6:30-9:30pm
- Overview of full program
- Market overview
- Scheduling overview (how long does it take to make a book)
- Comparison titles/positioning
- How to do a cover brief
- Metadata – what is it?
- How to write an effective book blurb and author bio

Mandatory tasks to complete before the next session:
- Make a cover brief
- Submit book blurb and author bio for review

Session Two
Wednesday 10 October 6:30-9:30pm
- Review of cover brief
- Review of book blurb and author bio
- Deeper dive into metadata – pricing, territorial distribution, channels
- Typesetting overview
- Preparing a Word document for digital conversion

Mandatory tasks to complete before the next session:
- Submit metadata
- Submit styled-up Word document for typesetting

Session Three
Wednesday 17 October 6:30-8:30pm
- Review of metadata
- Review of styled-up Word document
- How an ebook file works
- Ebook file formats & which stores use what type of file

Session Four

Wednesday 31 October 6:30-8:30pm
- Review cover designs – how to give feedback to designers
- Review digital files – how to do quality checks for ebook files
- Distribution overview

Mandatory tasks to complete before the next session:
- Send feedback to designer
- Send ebook file feedback to tutor (for typesetter to incorporate)

Session Five

Wednesday 7 November 6:30-8:30pm
- Print on demand (POD) overview
- Setting up POD distribution
- How to brief a full cover

Mandatory tasks to complete before the next session:
- Send full cover feedback to designer
- Liaise with designer to fix issues

Session Six

Wednesday 28 November 6:30-9:30pm
- Setting publication dates/realistic schedules
- Amazon and distribution services
- Compensation rates, territories, discounts
- Set up of ebook distribution

Mandatory tasks to complete before the next session:
- Final covers should be done
- Final internal files should be done

Session Seven

Wednesday 5 December 6:30-9:30pm
- Pushing the upload button
- Importance of pre-sales
- Marketing strategy
- General wrap-up