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Barbara Florio Graham was first published at the age of nine (in Humpty Dumpty Magazine, who paid her \$5!) and has had a varied career as a professional writer, broadcaster, teacher and public relations' specialist.

Born in Connecticut, she holds a B.A. degree in English from Columbia University (Barnard College), and taught high school English, speech and drama in both New York and Chicago.

Barbara has won numerous awards for fiction, non-fiction, humor and poetry, and has been published in six countries, including 21 anthologies, a great many newspapers and magazines, and electronic and print newsletters. Her first book, *Five Fast Steps to Better Writing*, was published by Opus Mundi Canada in 1985, and is still in great demand. A new edition of her second book, *Five Fast Steps to Low-Cost Publicity*, was launched last fall, and her self-published humor book, *Mewsings/Musings*, won a Certificate of Excellence in the 2002 Cat Writers' Association annual contest.

A member of the Periodical Writers' Association of Canada for 25 years, Barbara joined the Cat Writers' Association in its second year, and was also an early member of the Cassell Network of Writers.

Barbara has taught seminars in writing to many Canadian federal government departments, and has given workshops for government, corporate and organizational clients in creativity and media relations. Among the recent workshops she has given for writers' groups are: Tapping Your Innate Creativity (which she also teaches online), Help! I'm Going to Be on TV!, and Self-Publishing.

The enclosed handouts are from the self-publishing seminar at the Cat Writer's 2003 conference. Barbara is a "book shepherd" for Dan Poynter, and also mentors writers who are considering self-publishing as an option.

Please note that these handouts are protected by copyright, and may not be used for teaching purposes or reprinted in any form for any reason without permission.

PLEASE CHECK THE WEBSITE: www.SimonTeakettle.com

CONSIDER THE C_s

(a checklist of things to consider before you decide to self-publish)

COST:

How much can you afford to tie up for 2-3 years?

CUSTOMERS:

Where will you find them?

CREDIBILITY:

Do you have the background and experience to write about this subject?

CONTENT:

Do you have enough content for a book?

COPYRIGHT:

Have you held onto the copyright for work of your own you want to incorporate?

CLARITY:

Do you have a clear vision of how the book should look?

Do you have a clear idea about how to sell it?

CREATIVITY:

What sets this book apart from others in the same genre?

CHRONOLOGY:

Do you have the time to bring this project to completion within a reasonable time frame?

Are the key people you need to work with (production manager, designer, photographer, researcher, printer) going to be available when you need them?

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DO NOT REPRODUCE WITHOUT WRITTEN PERMISSION

SAMPLE WORDING FOR A CONTRACT WITH PRODUCTION MANAGER

This agreement sets out the terms for the production of [BOOK TITLE], and remains valid until both parties agree it should be terminated.

1. [BOOK TITLE] will be produced in the following format:

Trim size:

Cover: [specify full-color if necessary]

Binding:

Number of pages:

Number/type of illustrations:

2. Author will:

- provide final text, edited and proofread, via [format: disk, e-mail in Word attachment, hard copy etc.]
- provide suitable illustrations, final number and selection to be made in conjunction with Production Manager
- handle final proofing of "blues" with minimal alterations
- apply for ISBN, bar code, other legal deposit requirements

3. Production Manager will:

- handle all liason with the printer
- consult with the author re selection of cover stock and paper for interior pages
- obtain author's approval on both cover design and design of interior
- produce an initial proof of the book (text only, minus illustrations) for author approval, by [DATE]
- make corrections of the above initial proof by [DATE]
- deliver corrected final copy to the printer by [DATE]
- deliver illustrations to the printer by [DATE]
- review "blues" with author and return these to printer with corrections by [DATE]
- check with the printer regularly to ensure finished book will be delivered to [LOCATION] by [DATE]

**Sample prepared by Barbara Florio Graham
for the Cat Writers' Association Conference, Houston, 2003
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RESOURCES FOR SELF-PUBLISHERS

PRODUCTION

Prepress: book design, typesetting & layout ; Printing and Printers; Electronic books
<http://parapub.com/getpage.cfm?file=resource/produce.html>

Glossary of printing terms (these are British, so may not completely coincide with U.S. terms).
<http://www.bobs.co.uk/print/glossary.html>

The BookMark – a quarterly newsletter featuring production tips from experts, newsworthy notes, useful resources and valuable marketing opportunities for publishers. subscribe@bookmasters.com

OTHER RESOURCES

Marilyn Ross, co-author of the newly revised & expanded *Complete Guide to Self-Publishing* and *Jump Start Your Book Sales*. Email: MarilynRoss@About-Books.com for About Books: an ezine on publishing and book marketing from Tom and Marilyn Ross, co-founders of the Small Publishers Association of North America (SPAN) and About Books, Inc. <http://www.About-Books.com> and <http://www.SPANnet.org>.

WRITING FOR CHILDREN: <http://www.write4kids.com/ebooks.html> <http://www.write4kids.com>
Catalog of books, tools

DAN POYNTER: <http://MrSelfPublishing.com>; receive his free newsletter:
<http://ParaPub.com/news.html>

SPAWN (Small Publishers, Artists and Writers Network) <http://www.spawn.org>

Patricia Fry, President of SPAWN, has several useful publications on self-publishing, including *The Successful Writer Handbook*. Contact her at PLFry@aol.com.

Publishers' Marketing Association: <http://www.pma-online.org/memben.cfm>

Information about self-publishing, resources for self-publishers, articles, advice and discussion.
<http://www.writerswrite.com/selfpublishing/>

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Writer Beware's "Contests and Vanity Anthologies": <http://www.sfw.org/beware/contests.html>

eBOOK FORMATS. For a list of formats with explanations, see <http://www.seattlebook.com/site/formats.html>

MARKETING and PUBLICITY

"The Publicity Hound's Tips of the Week," a free ezine featuring tips, tricks and tools for generating free publicity. Subscribe at <http://www.PublicityHound.com>

Free Book Marketing/Promotion Checklist: 22 Ways to Promote and Sell Books by John B. McHugh. <http://www.johnbmchugh.com/pdfs/B-10%20Ms.%20Marketing%20CL.pdf>

John Kramer, author of *1001 Ways To Market Your Books*, shares information free online. Check him out at www.bookmarket.com and sign up for his free on-line Book Marketing Update

Five Fast Steps to Low-Cost Publicity, by Barbara Florio Graham, 2nd edition, 2003, \$20 from B.F.Graham, 535 Charles-Desnoyers, Gatineau, QC J8P 3X4 CANADA. Contact simon@storm.ca or www.SimonTeakettle.com

You Can Market Your Book: All the Tools You Need to Sell Your Published Book by Carmen Leal. Endorsed by Dan Poynter. Tips and strategies guaranteed to sell your published book. THE definitive help for marketing your published book. Sign up for FREE marketing tips. <http://www.writerspeaker.com/YouCan.html>

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