



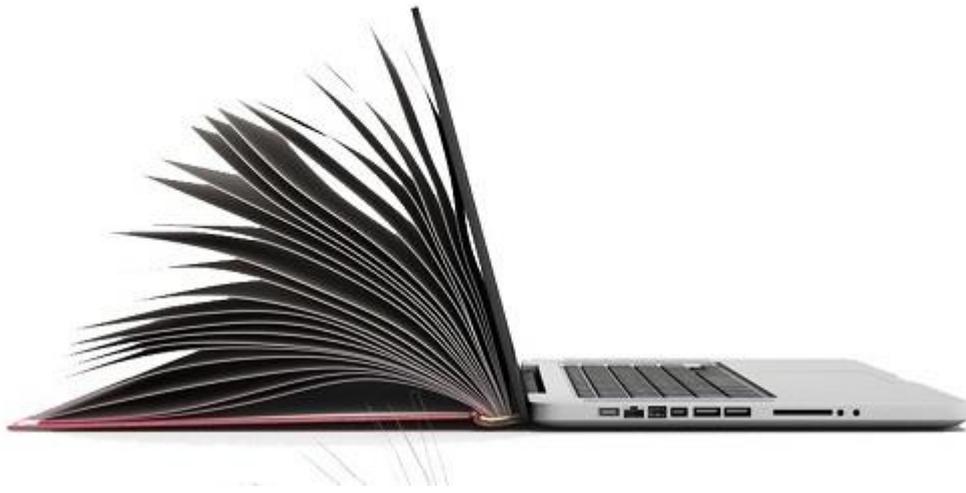
Bassendean writers  
'group

## Exercises for the How to publish an eBook workshop

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### **Part 1: Editing and a writer's passion and potential**

**Exercise 1:** Please write a position statement for your book of a book you loved reading, of the form: My book is [the books genre] written about [books subject and/or theme] and has [this edge] for a [reading community], then discuss with your group how to make this statement beautiful and also what editorial services you need for your writing.



*An editor is as important to a writer, as having a good music teacher is to a musician.*

### **Part 3: Preparing a book for its destiny through Marketing**

**Exercise 2:** Please answer the following questions and discuss in your group what you find extraordinary about other members.

- *Which issues are you passionate about? Political issues, spiritual awareness, relationships, art, sport, etc.*
- *What are the general topic areas that interest you? news, impact and innovation, entertainment, lifestyle, voices and advocacy etc.*
- *Which things do you do, to belong to your community? Write or read literature reviews. email friends about issues, read newspapers and magazines, engage in electronic media, write letters to the editor, attend events and meet people, etc.*
- *How do you commit in your community? social media, a member of a an artistic, sporting, cultural, political or spiritual group, volunteer or advocacy work, email. blogging, maintaining a website etc*
- *How do you find authors or books that you want to read?*

**Exercise 3:** Please discuss your writing goals and publishing plans in your group. This could include

- Your promise to your readers.
- Who you are writing for (who wants you not who needs you)
- What you are saying in your work
- What is unique and/or courageous about you and your work
- How you would like to publish

**Exercise 4:** The following questions about you as a writer should assist a you compose the “about the author” section of your book. Please bear in mind the answers to Exercise 3, while answer the following questions and then discuss in your group why you sizzle.

- *Why are you passionate about writing?*
- *What is exciting about what you write about?*
- *Explain what your “promise to the reader” is?*
- *Who are you and how did you get to be a writer?*

**Exercise 5:** The following questions about your book are to assist a you to compose a short blurb. Please answer these questions and then discuss in your group why your book sizzles.

- *What grabs the reader at the opening of the story (the hook)?*
- *Why would a reader find the story special?*
- *How is the theme of the story relevant tour world?*
- *What is the pivotal event, paradox or conflict in the story?*

## Part 4: Spreading the word

**Exercise 6:** Please choose from the following which options you wish to use to spread the word in the enormous massless playground that is the internet. Discuss in your group which option will give you the best opportunity to promote writing, curate ideas and find ways to lead changes for the better.

Creating a name

- Blogging
- Guest posting
- Writing reviews
- Provide services for writers
- Submit a short story to a literary magazine or a short story anthology
- A website
- Organising Events
- Growing an email list
- Social media presence
- Grants, residencies, competitions and awards
- Other

Getting a book out there

- Lodge publications with the National eDeposit
- Providing free lists and coupons to readers
- Publisher's sales and promotions.
- Getting reviews
- Business cards for books
- Advertising and press releases
- Book-to-Screen agents
- Other

**Exercise 7:** Please discuss in your group, what being a success will look like to you in the long and short term.