Creative Memoir Programme

01 Introduction to Memoir Writing – *6 February*

02 Crafting Compelling Life Stories – *8 February*

03 Creative Writing Made Easy: Tools & Resources – *12 February*

04 Moving In & Around Life in Memoir – *16 February*

05 Navigating Challenges in Memoir Writing – *18 February*

06 Transforming Your Travels into Stories – *20 February*

07 Using Social Media to Share Travel Stories – *21 February*

08 Publishing Pathways – *26 February*



852 PRESS

Dr Julia Evans & Richard Evans

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08 Publishing Pathways

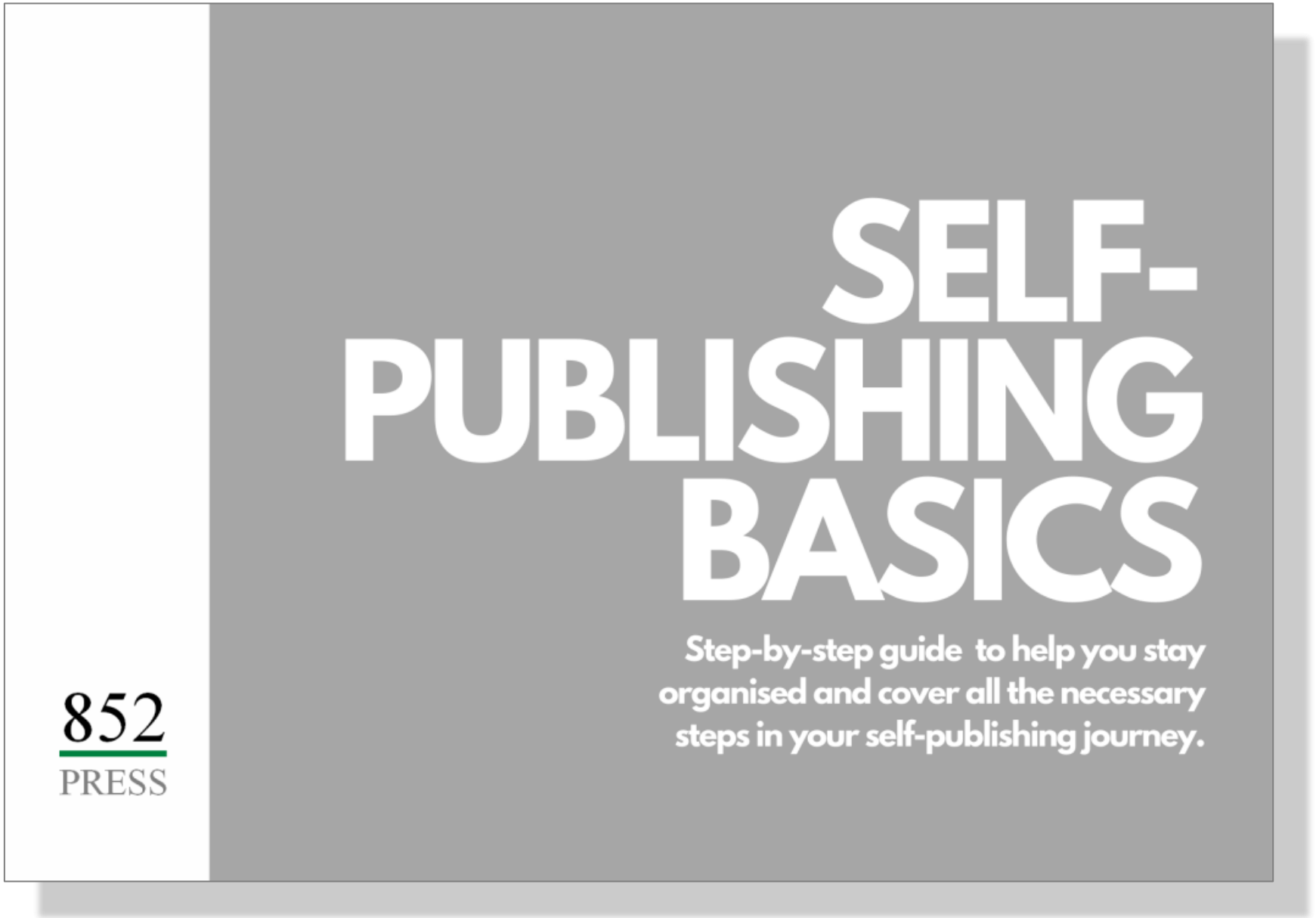
- Traditional, hybrid and self-publishing options.
- Preparing your story for publishing.
- Printing books for family and friends.



Did you know...

- Amazon is the biggest seller of books worldwide?
- 7,500 books are added to Amazon every day?
- Many eBooks sold are self-published?
- The average traditionally published author receives $5,000 to $20,000 per year?
- The average traditionally published author sells under 1,000 copies per book title?





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Pathways

- **Traditional Publishing:** Publisher handles production, distribution, and promotion. Authors receive royalties (and possibly an advance).
- **Hybrid Publishing:** Authors share costs and responsibilities with a publisher.
- **Self-Publishing:** Authors have complete control over production, distribution, and profit.

  IngramSpark (www.ingramspark.com)

  Amazon (https://kdp.amazon.com)



Formats

- **On-Demand printing** hardcover and paperbacks
  - Amazon for public sales
  - IngramSpark for private printing, public sales & global distribution
- **eBooks** (digital copies)
- **Audiobooks** (Google Play Books for auto-narrated audiobooks)



Sharks!

There are many writing and publishing services sharks happy to take your money.

Be careful, assess the offer and check Return on Investment.

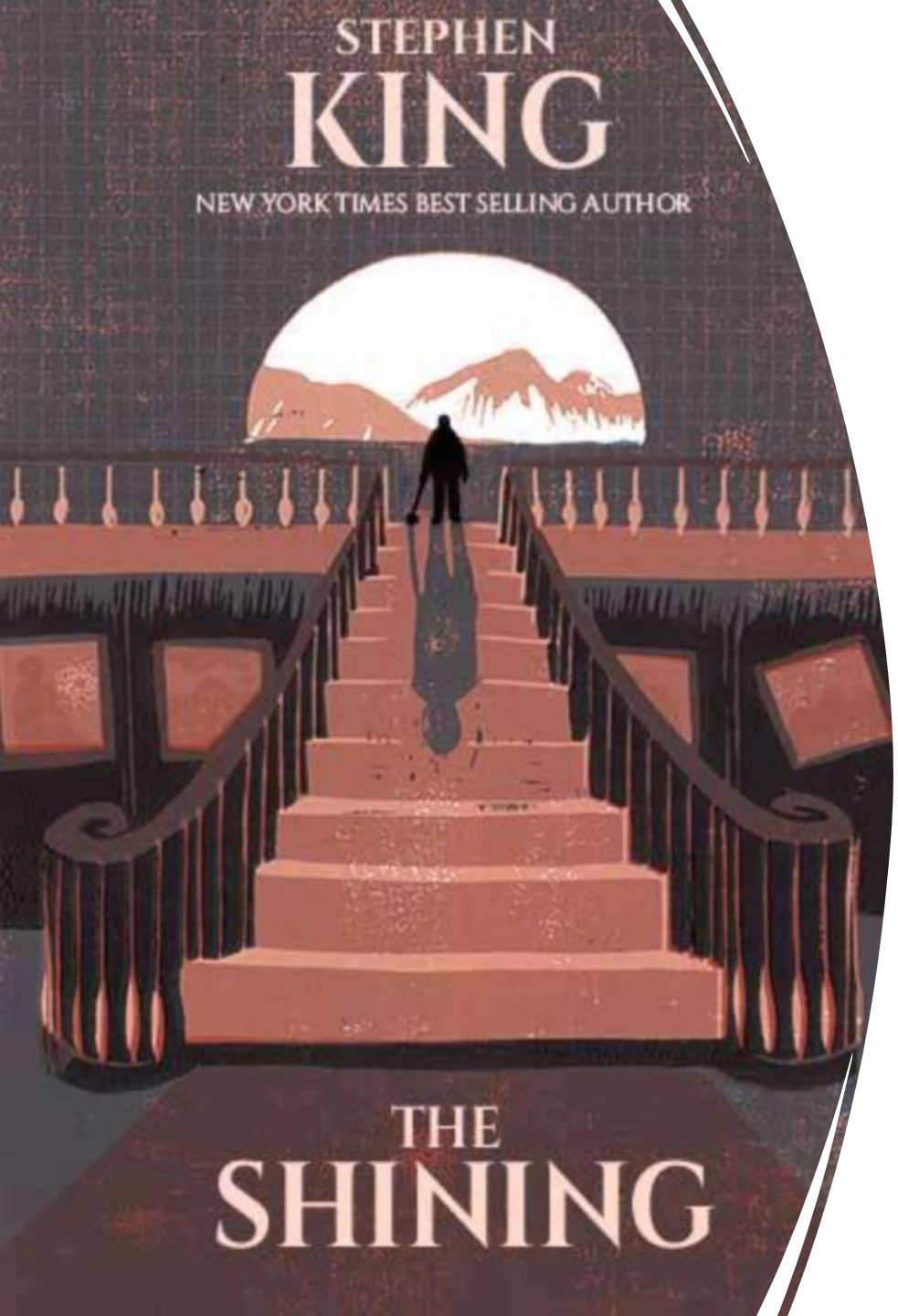


What’s your story about?

Your book begins with a **compelling title.**

A logline (or elevator pitch) where you introduce the *catalyst*, the *protagonist,* the *antagonist*, and the *main conflict* in one sentence.





Example

Stephen King's **The Shining** is a story of **overcoming the monster.**

When a family heads to an **isolated hotel for the winter** (*catalyst*), a ghostly and sinister **presence** (*antagonist*) influences a loving **father** (*protagonist*) into violence, while his psychic son sees horrific visions from both past and future that forbode the family **may not make it out alive** (*main conflict*).

Preparation

8	Expect to complete **eight drafts**. This is the fine-tuning process making your manuscript the best it can be. Includes writing, editing, developing title and logline, cover and internals.
5	Gather and reflect on at least five different **Beta Readers** (trusted friends and family) or a **formal assessment** (from a writing association or professionals).
2	Involve at least **two experts**, with one being an **editor** and the other a **subject matter expert** to ensure your story is accurate or plausible.

Editing

- **Self-Editing**

  Review and refine clarity, flow & impact.

- **Professional Editing**

  Structural Edit: Overall organisation and ideas.

  Copy Edit: Readability and clarity.

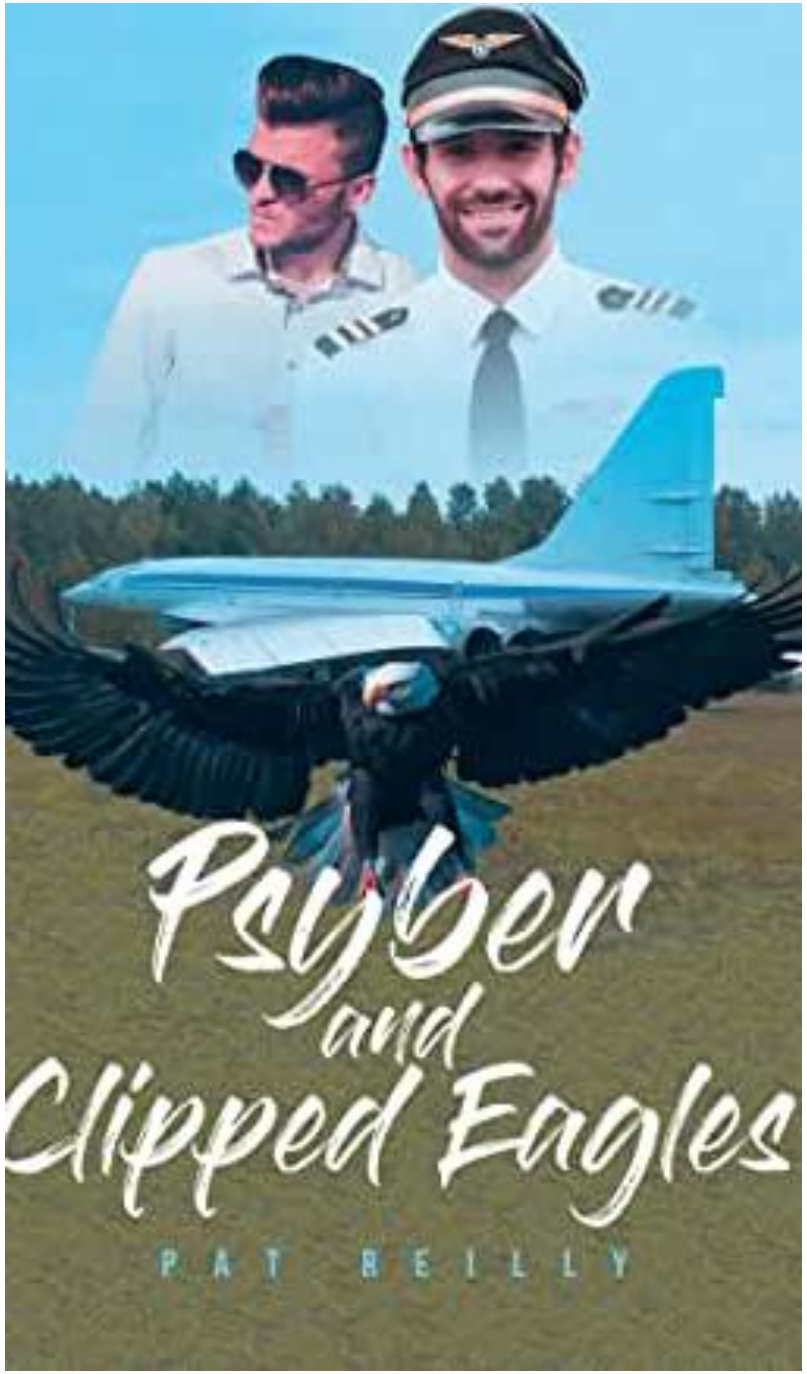
  Proofread: Typos, grammar & formatting errors.

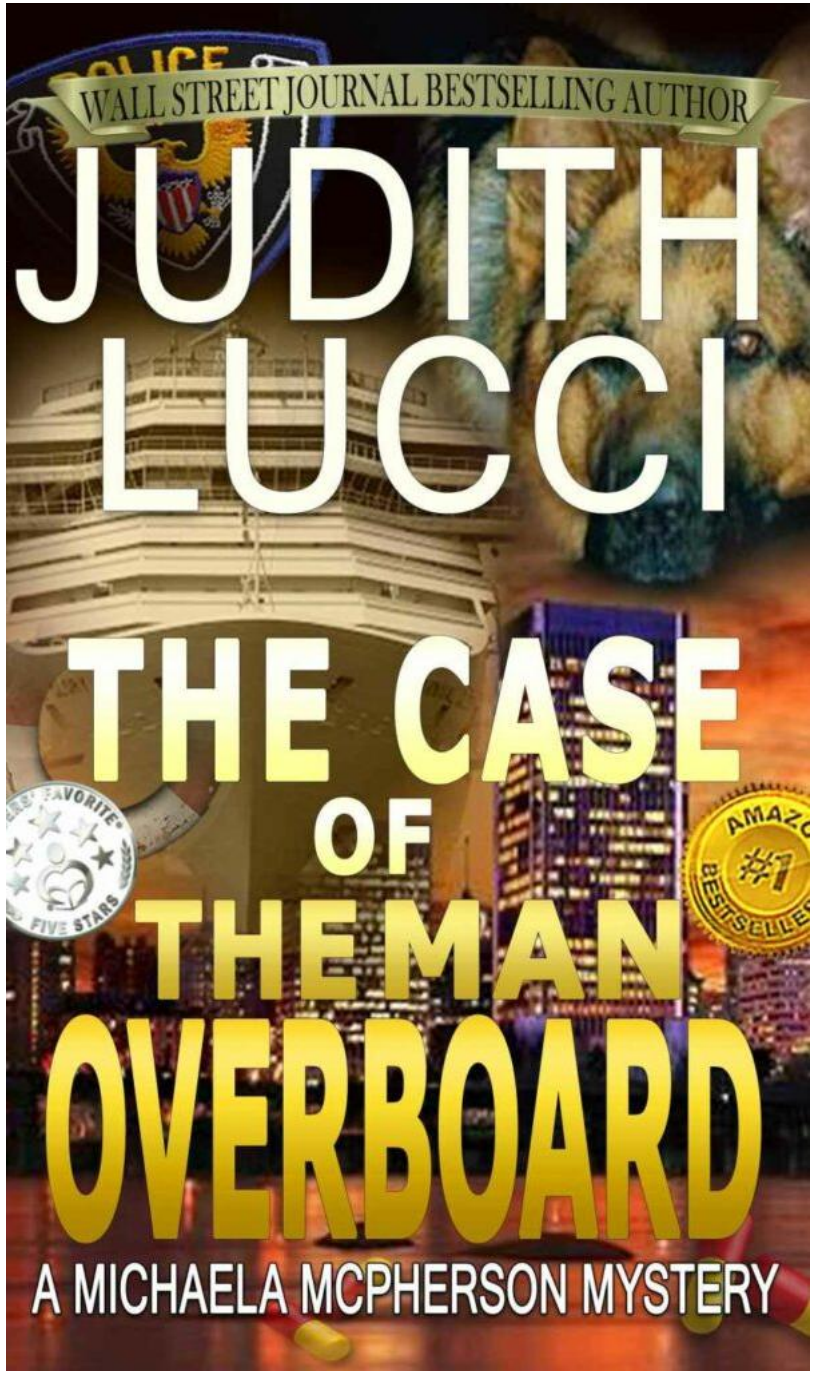


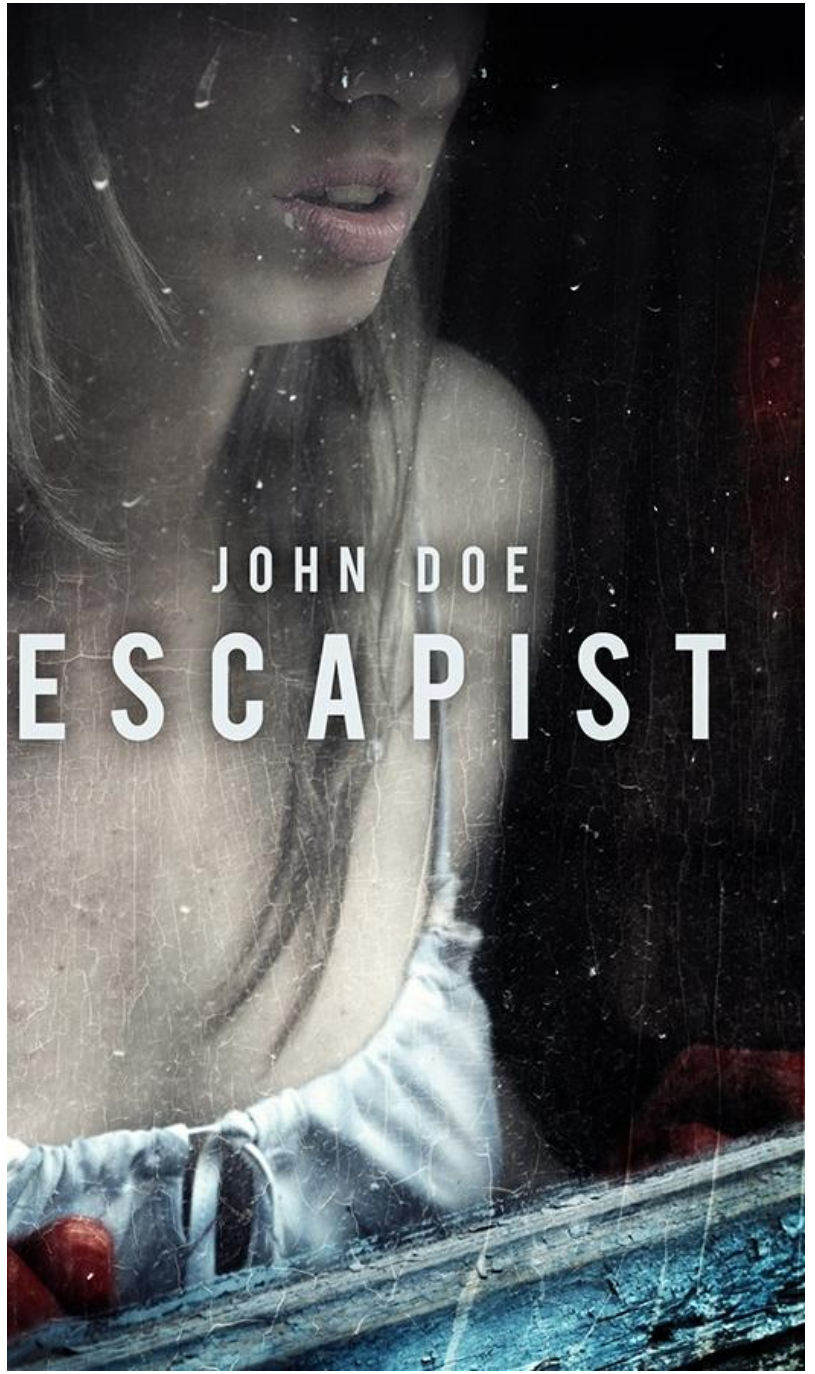
We Do Judge a Book By Their Cover

- Professional designer (www.100covers.com)
- Use high-quality images, genre-aligned typography, and ensure legibility.
- Research similar books for inspiration.



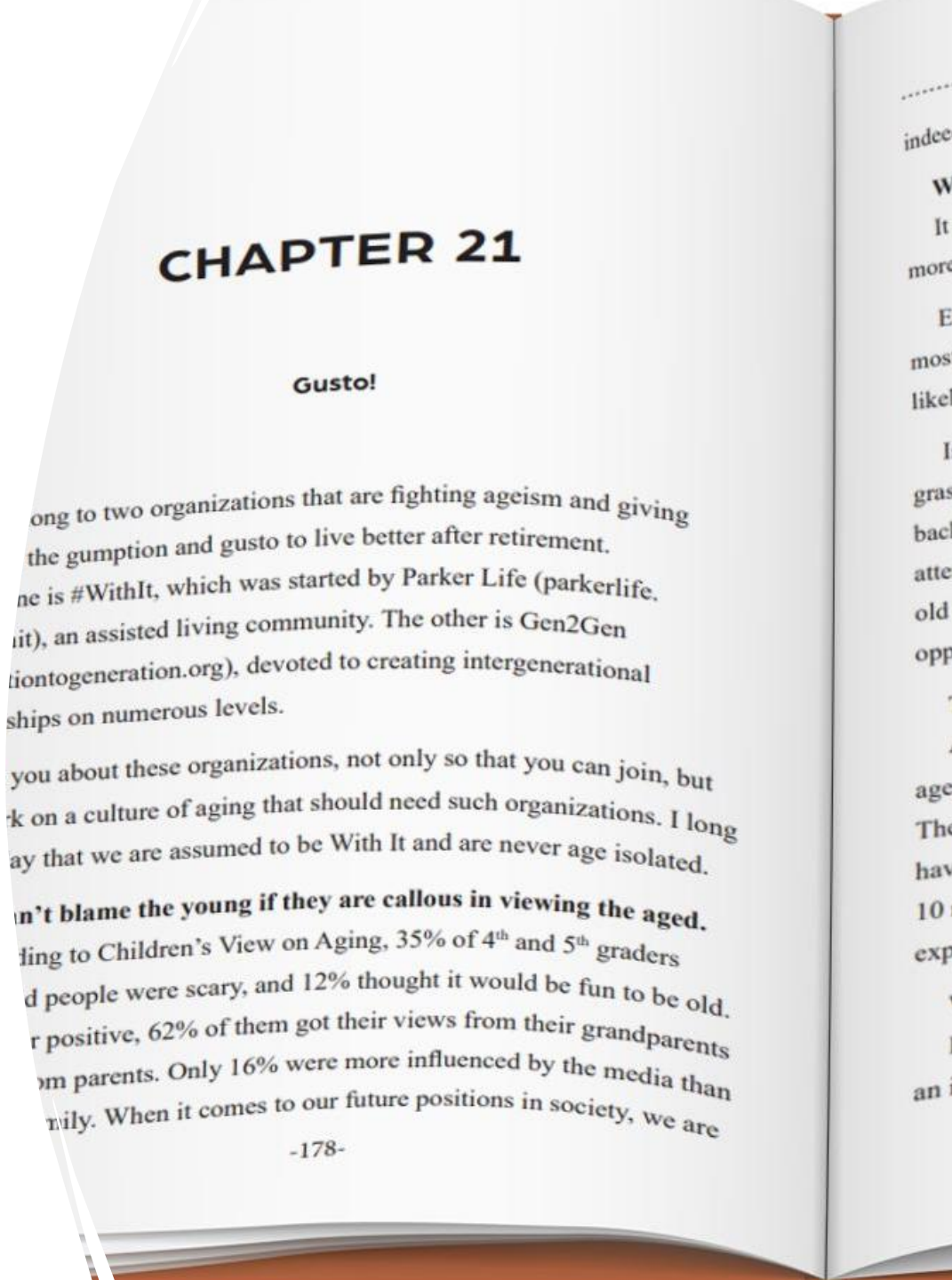

Psyber
and
Clipped Eagles
PAT REILLY


WALL STREET JOURNAL BESTSELLING AUTHOR
JUDITH LUCCI
THE CASE OF THE MAN OVERBOARD
A MICHAELA MCPHERSON MYSTERY


JOHN DOE
ESCAPIST

Internals & Typesetting

- Use professional services (www.Fiverr.com)
- Copyright page
- IngramSpark & Amazon Templates
- Font size & line spacing
- Images, diagrams & data
- Digital files for Amazon & IngramSpark printing



Distribution



International Standard Book Number (ISBN)

Legal Deposit

Libraries

Retailers



Family & Friends

Markets & Festivals

Historical Societies

Schools, Community Groups & Aged Care



Author Platform:

Metadata

Website & social media

Talks & signings

Reviews

If not now, when?



Thank you, stay in touch & some gifts!

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