

# YOUR PUBLISHING PRIMER

Workshop

with **Colleen McCubbin**

## Themes

Prepare

Polish

Produce

Promote

Profit

[www.siretona.com/primer](http://www.siretona.com/primer)

# Day 1: Prepare Your Platform (& Mindset)


Five pillars of the publishing process:


1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

**Platform** (Jane Friedman)

**Publishing Models:**

 Traditional

 Self-publishing

 Co-publishing  
(aka hybrid/partner)

**Why not you?**

Books during The Great Depression

<https://lithub.com/a-century-of-reading-the-10-books-that-defined-the-1930s/>

Whenever Jessica [Abel]'s students share their doubt and terror of marketing their art, she tells them to think about something in their house that they bought and love, and to consider what it means to them. Then, she asks: "So why can't you be that for somebody else?"


<https://convertkit.com/creator-stories-jessica-abel>

The item/book I love is \_\_\_\_\_.

It's meaningful to me because \_\_\_\_\_.

**HOMEWORK**

 I am \_\_\_\_\_.

 I want to \_\_\_\_\_ so I can be \_\_\_\_\_ for somebody else.

# Day 2: Polish Your Manuscript

## Inspiration

## Time, Energy & Attention




## HELP!

**Success Pack** (Charlie Gilkey, *Start Finishing*) — Who are they? How can they help you?

-  Guides
-  Peers
-  Supporters
-  Beneficiaries

## HOMEWORK

Identify any or all of the following:

-  What stage are you at?
-  What kind of help might you need?
-  Who might be able to help you?

## Day 3: Produce Your Work

This is actually the easy part!

**Design: cover, interior**

**Design: interior layout**

**Printing**

**Distribution**

### HOMEWORK

Your muses (“comp books”). List up to five books that you admire *in your genre*:

 \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

Study at least one of them. What do you admire about ...

... its content?

... its design?

## Day 4: Promote to/with Your Audience

Find your flock (aka Success Pack)

### What is Marketing?

“What would happen if you looked at what you do as ‘a gift to people as opposed to a burden?’”  
<https://convertkit.com/creator-stories-jessica-abel>

### Ways to connect:

*(Note the “new normal” of COVID.)*

### HOMEWORK

📖 My gift is \_\_\_\_\_.

📖 Who do you want to connect with?

📖 Name one way you’ll connect with them

## Day 5: Profit by Your definition of Success

What is success?

Money, Money, Money ...

Legacy

Business

Passion projects

### HOMEWORK

 What's motivates you to publish?

### Saturday Q&A:

What are you wondering about the publishing process? Email questions to [siretona@siretona.com](mailto:siretona@siretona.com)

*Join us tomorrow at 11:00 am (same Zoom link or Facebook group)*