

RETREAT INCLUDES

2 full days
one-on-one training

1-hour Skype call

Fully-documented
publishing plan

Book costing

2-nights
accommodation

\$950 + GST

(includes 2-nights
accommodation)

WHAT IS A SELF-PUBLISHING PLANNING RETREAT?

Perfect for the author trying to decide on the best path to publication, this short, intensive, workshop will teach you everything need to know to self-publish successfully.

It's action-orientated. You come with questions. You leave with a fully-document plan for creating, selling and marketing your book.

It's individual. We work on your project and create a plan that is tailored specifically to it.

And it's comprehensive. We cover all aspects of self-publishing, from creating a quality book, or ebook, to distributing, selling and marketing it.

This retreat is aimed at any author serious about self-publishing successfully and with the right mix of curiosity, ambition and determination to do so.

WHY CHOOSE THIS RETREAT?

- It's unique. You won't find anything else like it in Australia
- You will set yourself up for success as a self-publisher
- We know book publishing inside out, and we'll share that knowledge with you
- It's one-on-one so it's all about you!

HOW IT WORKS 5 EASY STEPS

1.

You book into the retreat.

2.

Once confirmed, we'll ask you to send your manuscript, proposal or idea to us so we have prior understanding of your project.

3.

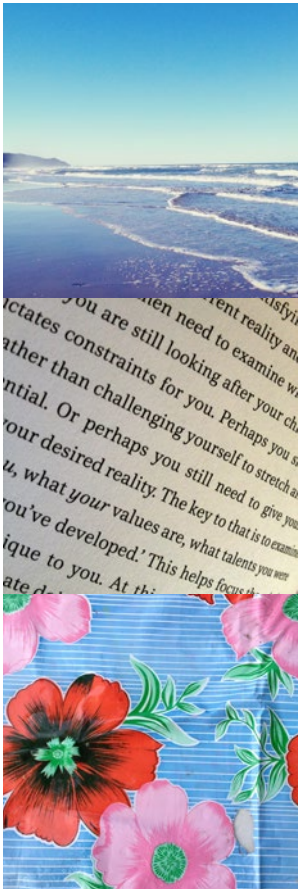
You attend the 2-day retreat in Byronshire.

4.

Within 5 days of the retreat finishing, you'll receive a written publishing plan and book costing.

5.

We'll have a follow up Skype call to see how you are progressing with the plan.



WHAT WILL THE RETREAT COVER?

You'll learn everything you need to know about creating, distributing, marketing and publicising your book, and you'll leave with a full costing for your book so that you understand the investment you need to make and the return you can expect.

CREATING YOUR BOOK FILES

We'll review every step of the publishing process along the way to producing book files (internals and cover) to the highest editorial and design standards.

CREATING YOUR BOOK

You'll understand how to use these files to create the products that you want – could be a traditionally printed book, a print-on-demand book or an ebook, or all three.

DISTRIBUTING YOUR BOOK

We review the distribution channels for your print, print-on-demand or ebook and explore each relevant option so you know how to do it yourself. You will understand the commercial implications of selling in each of these channels.

MARKETING YOUR BOOK

We build a high level marketing plan for your book, that will include audience segmentation, key messages, strategic marketing concepts, high level online and social media strategy, and a list of marketing material required.

PUBLICISING YOUR BOOK

We'll create a target media list, and a draft press release for your book.

COSTING YOUR BOOK

Based on everything you've learned, we will create a detailed profit and loss for your book, including break-even analysis.

ITINERARY



DAY 1

Creating and Selling Your Book

INTRODUCTION

About the book - short summary of your project

About the author – understanding your motivation and goals

About the reader – understanding who are they and why they need this book

CHOOSING YOUR BOOK FORMAT

Print – traditional or print-on-demand (POD)

ebook - fixed format or reflowable

CREATING YOUR BOOK FILES

Print Book - determining its key specifications (size, format, extent, colour, binding, paper)

Understanding the publishing process

* The key principles of editorial and what's involved

* The key principles of cover and internal design and file preparation and what's involved

* Publishing administration (ISBN, CIP)

PRINTING YOUR BOOK

Traditional printing, the options: location (Australia or China), briefing a printer, costs and timeframes

Print-on-Demand, the options: Blurb, CreateSpace, IngramSpark, Lightning Source

RETAILING AND DISTRIBUTING YOUR BOOK

Print Book

Setting the RRP for your print book

Understanding the cost of distribution (eg trade discounts, shipping)

Defining distribution reach (global vs local vs specialist)

How to get your book into bookstores

How to get your book into other physical retailers

How to sell your book via online retailers

How to place your book with third party distributors

ebook

Setting the right RRP for your ebook

Selling your ebook on Amazon KDP/KDP Select

Selling your ebook on iTunes

Selling your book on Kobo

Placing your book with third party ebook distributors (aggregators)

Running ebook promotions

DAY 2

Marketing, Promoting and Making Money from Your Book

DEFINING YOUR AUDIENCE

We'll get to know your audience, their likes, dislikes, habits and hobbies, in order to build a marketing approach that will appeal to them.

DIGITAL MARKETING FOR YOUR BOOK

Understanding why you need to have a website and/or blog, and the key elements of it.

Understanding the power of Google as part of your marketing activity (Google Ad words/ keywords, Google +, Google Analytics)

Understanding the basics of Email Direct Marketing, such as using Mailchimp to build up a subscriber base.

USING SOCIAL MEDIA EFFECTIVELY

Facebook, Twitter, Pinterest, LinkedIn, Instagram, Specialist networks

CREATING GREAT PROMOTIONAL MATERIAL

What materials will work best for you, eg flyer (hard/soft copy), bookmark, business card, facebook/website banner, ads., and how to make them compelling and successful.

RUNNING EFFECTIVE PROMOTIONS

What tools and strategy will work best for your book, such as price promotions, seasonal promotions, two-for-one offers or competitions.

BUILDING PARTNERSHIPS AND

ATTRACTING SPONSORSHIPS

If this is an appropriate strategy for your book, we'll brainstorm who and how to approach it.

CROWDFUNDING

If this is an appropriate strategy for your book, we'll scope out the nuts and bolts of a crowdfunding campaign for your book.

PUBLICISING YOUR BOOK

The importance of endorsements

Book launches - why and how to do it well

How to write great book copy: 1-line, short blurb, back cover copy

How to write a winning Press Release

How to build a media list for your book

How to deal effectively with the media

MAKING MONEY FROM YOUR BOOK

We create a detailed book costing that brings together inputs from the previous sessions.



YOUR TEACHER

The retreat is led by accomplished book publisher, Roz Hopkins. Roz has a career in traditional publishing that spans more than twenty years, three continents, and six publishing companies. She knows the industry inside out, and combines an astute business sense with a natural passion for people and their creative endeavours. She's easy to talk to and fun to work with. Roz is an experienced coach and has been mentor to hundreds of authors, helping them to realise their publishing dreams. A writer herself, she understands authors.

Roz currently runs the innovative publishing company, Captain Honey, with her partner book designer Natalie Winter. Prior to that, Roz and Natalie worked at HarperCollins Publishers Australia.

YOUR ACCOMMODATION

You'll be staying at 'Sweet Retreat', a small self-contained studio on our property located in the exclusive country town of Bangalow, about 15 minutes drive from Byron Bay. The Balinese-style studio is stylishly presented, kitchenette, a wet-room style bathroom and, of course, lots of books. You have your own outdoor bath from which to stargaze after a hard day's work on the book. During the warmer months, you are welcome to use our in-ground saltwater pool. Free high speed wifi, tea, coffee and breakfast is included.