

SELF-PUBLISHING WORKSHOPS: A WORKSHOP FOR WRITERS

with award-winning, self-published YA author Hannah R. Goodman, M.Ed.



I offer two programs for writers: Followed by a twenty-minute book signing. Up to 25 writers in one location.

The Road To Mainstream Publishing *Can Be* Self-Publishing:

A lecture/discussion/workshop on the untraditional approach to achieving your goal as a published author. Breaking into the publishing world as an author is nearly impossible...if you approach it in the traditional manner. In two hours, Hannah will share her bumpy, long journey to the land of self-publishing, reveal what works and what doesn't, and give you tips for success. Topics include: the monetary realities of a self-published author, self-publishing as a starting (and/or finishing) point, how to approach an agent once you're self-published and whether or not you need one, submitting directly to a traditional publisher once you've self-published, case-studies of other (now famous and traditionally published) self-published authors, and using contests as a "foot-in-the-door" to the traditional publishing world. Additionally, Hannah leads the group in a few exercises designed to get participants' creative juices flowing about how they too can successfully use self-publishing into the traditional world. (Approximate time is 2 hours.)

Discover The Business Opportunity Of Self-Publishing

*A lecture/discussion/workshop on the many ways self-publishing a book can be the catalyst to a viable business. In two hours, Hannah will share with participants how she took her young adult book *My Sister's Wedding* and turned it into a business—all with little overhead and risk. Hannah will share with participants her journey from high school English teacher to successful entrepreneur—reveal what works and doesn't work and what is possible. Topics include: Case studies of viable businesses that began with self-published books, how to reduce overhead, how to self-publish in a relatively inexpensive way, the cheapest way to market your business and book, the connection between writing and business, networking, and more. Hannah will lead participants through brainstorming activities that involve discovering what business they could start, how they would start it (money, products, services), and how they would market the business in such an inexpensive way that would benefit both their book and services/products. (Approximate time: 2 hours).*

Fees for 2005-2006:

\$125 per workshop.

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