

The Secrets of Successfully Publishing Your Own Book

How a project goes from finished book to selling in the marketplace

A presentation for children and adults (middle school and older)

by

Trisha Adelena Howell (optional: with Addie & Rocky the Pekingese)

Both children and adults are fascinated to discover how to market a real book! This interactive presentation helps participants understand what is involved in successfully publishing a book and getting it to sell.

Each 30 minute to 1 hour presentation (depending on attendants' ages and interests) includes:

- Story time—reading of short excerpts from *The Princess and the Pekinese*, *The Adventures of Melon and Turnip* (children's full-color picture books), *The Pekinese Who Saved Civilization* (humor), *Living In A Glowing World* (poetry), or *The Journeying Workbook* (nonfiction).
- Discussion time—how the book(s) read from went from finished book to entering the book market, with comments and questions solicited from the audience to increase their interest.
- Interaction with Addie & Rocky the Pekingese (for children and adults)

Trisha Adelena Howell, Author and Presenter, is the author of 16 books, with 5 published in the past year alone. As president of Howell Canyon Press, she has extensive experience in all aspects of book publishing.

Addie & Rocky the Pekingese, co-presenters of the workshop, are friendly, playful & gentle puppies who interact beautifully with both children and adults. They have been the inspiration for several Howell Canyon Press books and a great asset for marketing these and our other dog-related titles.

Trisha facilitates discussion of how to create a professional book and get it into the marketplace. She will help participants discover:

- What's really involved in publishing your own book
- Fundamentals of book creation: ideas, writing, editing, illustration, page design, printing
- How marketing starts at the very beginning when creating a book
- How to get book endorsements and book reviews
- How to create a media kit
- What organizations you need to belong to
- How to market your book to distributors and wholesalers
- How to market your book to bookstores, libraries, and specialty outlets
- How to market your book on the internet
- How to get your book noticed through entering and winning contests
- How to get your book noticed through bookstore, school, and library readings/signings
- How to market your book directly to the book consumer
- Advantages and disadvantages of self-publishing, or when to go with the big guys

Trisha will provide a web link (www.HowellCanyonPress.com/WritingPublishingHandouts.htm) for free handouts. These include detailed information about resources for writing, publishing, and marketing your own book.

To schedule: Contact Trisha at 888.252.0411 or info@HowellCanyonPress.com