

## DON'T MISS THESE SPECIAL WORKSHOPS

We have been motivated to arrange these Workshops in response to many requests from delegates attending the Winchester Writers' Conference who need to know how to successfully plan a strategy and a schedule for the preparation of a manuscript, how to organise the printing confidently and how to present and market their book successfully.

- *Perhaps your subject matter is too specific or too localised to appeal to a mainstream publisher*
- *Perhaps you or your group may wish to publish a collection of poems, recipes, or stories to celebrate or commemorate a special person, place or occasion*
- *Perhaps your local history group may wish to record a collection of research, data and illustration*
- *Perhaps your writers' circle may wish to incorporate the writing of each of its members into a book*
- *Perhaps your academic research needs to be printed to meet the needs of a special lay group*
- *Perhaps you wish to publish non-fiction accounts as the result of a fascinating career or unusual travel*

All too often we are whisked away in the euphoria of our ideas and manuscripts. We fail to understand all the implications of self-publishing or we simply do not know where to go to have our book published professionally.

We want to produce the best product with an attractive cover, a joy to handle, easy to read, well illustrated and a pleasure to place on our bookshelf. Most importantly, we want a book we are proud to recommend and sell.

We also need to maximise the return on our work and to know we have planned our marketing to sell all the copies of our book.

To learn as much as possible about self-publishing and to avoid irreversible mistakes we have planned these workshops in association with CPI Antony Rowe Limited, a highly reputable book printing company with an excellent reputation for quality manufacture. They are willing to help dispel the mythology of self-publishing by sharing with us their premises and expertise during the workshops.

### TO APPLY

Please complete the application form below:

- I wish to attend the Workshop on Friday 7th May 2010.
- I wish to attend the Workshop on Friday 17th September 2010.
- I am unable to attend the Workshops on the above dates but please advise me of the date of the next Workshops.

Name .....

Address .....

..... Postcode .....

Tel ..... (day)

Tel ..... (evening)

E-mail.....

### FEES

**Workshop** (lectures, tour of Factory, coffee/tea and biscuits) **£70.00**

### Buffet lunch

Please reserve.....place(s) at £7.00 each £.....

I require.....vegetarian meals

**Total** £.....

Please send your completed form and fee to:  
Barbara Large, Chinook, Southdown Road, Shawford, Hampshire  
SO21 2BY

Cheques payable to Annual Writers' Conference

Space is limited to eight persons per Workshop. Please book early.  
Full joining details will be sent on receipt of your application

### **WordsMatter**

Self-publishing Workshops - Editorial Advice  
Telephone 01962 712307  
E-mail [barbara.large@winchester.ac.uk](mailto:barbara.large@winchester.ac.uk)

## The Winchester Writers' Conference

*In association with*

**CPI Antony Rowe Limited**

*Presents*

**TWO SPECIAL WORKSHOPS**

# HOW TO SELF-PUBLISH YOUR BOOK

*To be held at*

**CPI Antony Rowe Ltd  
Bumper's Farm Industrial Estate  
Chippenham  
Wiltshire SN14 6LH**

*(Directions from  
<http://uk.cpibooks.com/manufacturing-locations/our-manufacturers-in-the-uk/antony-rowe/>)*

*On*

**FRIDAY 7th MAY 2010**

**&**

**FRIDAY 17th SEPTEMBER 2010**

## THE PURPOSE OF THIS WORKSHOP

To introduce and to inform authors who wish to self-publish about the requirements and costs of the publishing process and to help authors develop a manuscript that will meet the requirements of the marketplace.

## PROGRAMME FOR THE DAY

**0930-1000 Coffee and biscuits**

**1000-1020 Welcome and introduction of speakers and delegates**

**1020-1120 Identifying your readership: preparing your manuscript**

*Speaker: Barbara Large*

Writing for your audience; researching your topic; note making. Discussion of the contents and quality of the manuscript, its revision, style, tone and point of view. Line editing for grammatical, spelling and punctuation errors. Discussion of the use of photographs, illustrations, maps, charts, diagrams, formulae and tables. Writing the marketing information to be used on the back cover.

**1120-1230 Making your book reader-friendly**

*Speaker: Geoff Fisher*

A presentation and discussion of issues that make your book reader-friendly such as consideration of overall design, cover and layout, trimmed size and cost; suggestions about designing your book. Discussion of the specification of your book and its effects on the estimated cost; selection of paper; supply of copy to the printer; consideration of images including photographs, maps, charts and diagrams; cover design; consideration of the best printing process for your book; consideration of the best binding method for your book, and other relevant factors to be borne in mind.

**1230-1345 Lunch**

**1345-1500 Printing your book and factory tour**

*Speaker/guide: Geoff Fisher*

A guided tour of CPI Antony Rowe Ltd to explain the various processes of book printing from the receipt of your copy through to packaging and despatch of your book. The tour will include the company's customer service area, pre-press, plate making, litho and digital printing, folding, paperback and hard-back binding, and various ancillary processes.

**1500-1515 Tea and biscuits**

**1515-1700 Marketing and selling your book**

*Speaker: Barbara Large*

Identifying your different audiences and different approaches; preparing Press releases and offering interviews to regional and national - even international - newspapers, magazines, technical journals, parish magazines; targeting human interest stories to radio and television producers and publications that would have a specific interest in your book; adapting your Press message to appeal to various mediums. Being aware of the cost of your work and the overheads of production and marketing, the cost of review and copyright copies. Preparing lists of contacts, which should include family and friends, clubs, organisations, bookshops and window displays. Creating posters and flyers. Selling your book as part of your presentation, talk or lecture. Promoting your book on the internet. Book signing with major stores or in your village.

**1700-1730 Answers to your questions**

*Barbara Large and Geoff Fisher*

Your opportunity to raise questions that have occurred to you during the day. The answers will help you or your group to return home with a workable plan or strategy and the confidence to plan, print and market your book successfully.

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## PROGRAMME SPEAKERS

Mrs Barbara Large MBE, FRSA, HFUW is the Founder-Director of the Winchester Writers' Conference and WordsMatter, the editing-creative link. She is a Senior Lecturer in the Faculty of Arts, University of Winchester, a member of the Society of Authors and the National Association of Writers in Education. She enjoys the opportunity to help writers who are harnessing their creative ideas into well-written commercially-viable manuscripts and who need to know the various methods of self-publishing and marketing their books.

Geoff Fisher has worked in journal and book printing sales for nearly thirty years, fifteen of which have been spent with CPI Antony Rowe Ltd. Before moving into sales he spent ten years in publishing. Originally trained as a hot-metal compositor and typographer, he relishes his current contacts with self-publishers and authors and enjoys making sure they receive sound advice to help them find their way through the book production jungle.

### MANUSCRIPTS/HANDOUTS

*Handouts will include session notes, samples of flyers and Press releases and the CPI Antony Rowe brochure. As a basis for some of the discussion during the Workshop you are invited to send two sample chapters for evaluation, no later than three weeks before the Workshop to:*

**Barbara Large, Chinook, Southdown Road,  
Shawford, Hampshire SO21 2BY**