

*Live the dream of becoming an **AUTHOR** with ICAN!*

All seminars are taught at the University of East London Docklands campus  
(Unless otherwise stated) and run from 10.00am-5.00pm



**Three days of high impact training!**

<b>Become an author</b>	<b>Module 1 Building your book</b>	<b>Module 2 Distribution &amp; sales</b>	<b>Module 3 Your publishing house</b>
<b>Content</b>	<ul style="list-style-type: none"> <li>• The state of the industry</li> <li>• Markets for books</li> <li>• The 80/20 rule for authors- 20% book, 80% sales</li> <li>• Niche writing – fiction/non-fiction, age, region etc</li> <li>• Concept to completion plan</li> <li>• Research</li> <li>• Outline</li> <li>• Text</li> <li>• Re-write add season</li> <li>• Edit</li> <li>• Title &amp; subtitles</li> <li>• Endorsements</li> <li>• Cover &amp; design</li> <li>• Aesthetics</li> <li>• Copyrights &amp; ISBN</li> <li>• Printing/production</li> <li>• Total cost</li> <li>• Pricing</li> </ul>	<ul style="list-style-type: none"> <li>• How to get free promotions on radio and newspapers</li> <li>• How to get a TV interview</li> <li>• Distribution deals – Large chains</li> <li>• Book stores – on their computer</li> <li>• Online</li> <li>• E-books</li> <li>• From home – advertising</li> <li>• Fulfillment house and call centre</li> <li>• Direct marketing</li> <li>• Whole sale</li> <li>• Book reviews</li> <li>• Book fares and exhibitions</li> <li>• BOR sales</li> </ul>	<ul style="list-style-type: none"> <li>• What publishers do</li> <li>• Choosing a legal structure for your company</li> <li>• Choosing an identity (name, brand, logo, niche)</li> <li>• Your publishing website</li> <li>• Operating from home or from a virtual office</li> <li>• Storage</li> <li>• Distribution deals and contracts</li> <li>• Bookstores</li> <li>• Wholesale retail pricing</li> <li>• Sale or return</li> <li>• Speakers table</li> <li>• Christmas and new-year sales</li> <li>• Exhibitions</li> <li>• Publisher – author relationship</li> <li>• Pre-publishing sales</li> <li>• Samples</li> <li>• Book clubs</li> <li>• Book signing, Spin offs &amp; Paying yourself twice</li> </ul>
<b>Dates</b>	<b>July 24</b>	<b>July 25</b>	<b>July 26</b>

Our courses deliver the training and tools necessary to develop, launch and grow your own information enterprise as well as the skills necessary to deliver quality services to your customers and clients. Each course comes complete with full training, template letters, forms and agreements as well as expert coaching and support. **08708405640**

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