From Zero to Sixty:  
Publishing Your Creative Work

Course Code: WSP 186

Quarter: Summer 2014

Instructor: Marisa Handler

Course Schedule: Saturdays, June 28 and July 5, 10:00am-4:00 pm

Required Text(s): None

Course Credit: The default grade option for this course is NGR (No grade requested). Credit/NC and Letter Grade: This is a one-unit class, and credit will be based on attendance (50%) and participation (50%). Participation includes both class discussion and writing exercises.

Class Outline:
Each class will have a one-hour lunch break from 12:30-1:30. The following topics will be covered on each day:

Saturday, June 28: Birthing the Work
• Naming the Path: Identifying what you want to publish, and where, and why
• Learning the Terrain: What’s already out there? How is your work different?
• Defining your Niche: What are you offering that is new, and needed? What is the “hook”—how is it relevant right now? Choosing the right idea, and honing it
• Building your Portfolio: Publishing small before you aim big
• Preparing to Launch: Nailing the pithy description, and testing it on your inner circle

Saturday, July 5: Into the World
• Launching: Pitches, Query Letters, Book Proposals
• Building Relationships: Editors
• Do I need an Agent?
• Establishing Yourself as an Authority
• Networking: Connecting the Dots (and people)
• Publicizing: Radio and Speaking Events
• Marketing: Drawing on your existing networks, and building them further