Course Title: The Entrepreneurial Writer: How To Publish a Book Using Today’s Media Tools  
Course Code: WSP 102  
Instructor: Holly Brady

Course Summary:
This workshop is designed for those who want a clear roadmap for the self-publishing process—where the critical decision points lie, and where the pitfalls are. It is designed for the writer who is considering publishing a book for distribution through Amazon—short or long, fiction or nonfiction, with illustrations or without—and who wants an overview of the steps involved.

Topics include:

- Self-publishing vs. traditional publishing: how they differ
- Emerging options for writers:
  - ebooks
  - hardcover and softcover print-on-demand books
  - books produced with short-run printers
- Skills you need to bring to the table (or to hire) in order to produce a professional quality book:
  - editing: developmental, copyediting, proofing
  - cover design: front cover, back cover, spine
  - interior design and layout
  - technical skills necessary to publish through Amazon
  - marketing skills
- Costs associated with self-publishing
- Vendors: how they differ, which are best for your project
  - CreateSpace
  - Kindle
  - Ingram Spark
  - Bookbaby
  - others
- Devilish details:
  - pricing your book
  - ISBN numbers
  - Subject matter (BISAC) codes
  - barcodes
  - royalties
  - permissions and rights issues
  - distribution options
- Difficulties in distributing through bookstores

Please contact the Stanford Continuing Studies office with any questions
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• Strategies for promoting a self-published book:
  o soliciting testimonials
  o getting your book reviewed
  o using Amazon to full advantage
  o extending your reach through blogs, Facebook, LinkedIn, Twitter
  o understanding book-centric sites: Goodreads, BookCountry, et al

Grade Options and Requirements:
  o Since this is a one-day workshop, no work will be required, no grade will be given, and no credit will be received.

*Courses taken for NGR will not appear on official transcripts or grade reports.*