Course Title: Preparing to Publish in Today’s Market
Course Code: WSP 65
Instructor: Rachael Herron

Course Summary:

WSP 65 is for the writer who wants to learn about publishing in today’s new and ever-changing market. Goals are to understand the difference in approaches to traditional publishing versus self-publishing, and how to use those approaches to best pursue the path most appropriate to each student.

Please see course page for full description and additional details.

Grade Options and Requirements:

- No Grade Requested (NGR)
  - No work will be required; no credit shall be received; no proof of attendance can be provided.

Please Note: Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Outline:

- An overview of the current publishing market and its changes, including both traditional and self-publishing markets.
- The truth of the matter: common misconceptions about both publishing tracks.
- The formula for a query letter: how to make it stand out while still fitting in.
- How to attract an agent and negotiate agent contracts.
- Breaking up is hard to do — when to think about changing agents.
- Self-publishing: when to consider making the leap, and what to be careful of.
- What to expect when you have to do it all yourself.
- Digital resources: techniques, tools, programs, and apps.
- Marketing and self-promotion.
- Resources to further your publishing journey.