



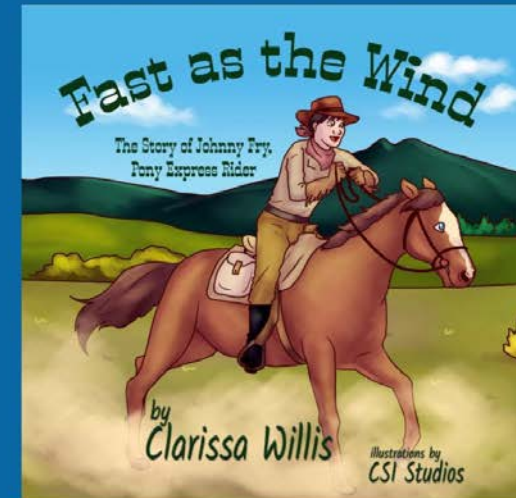
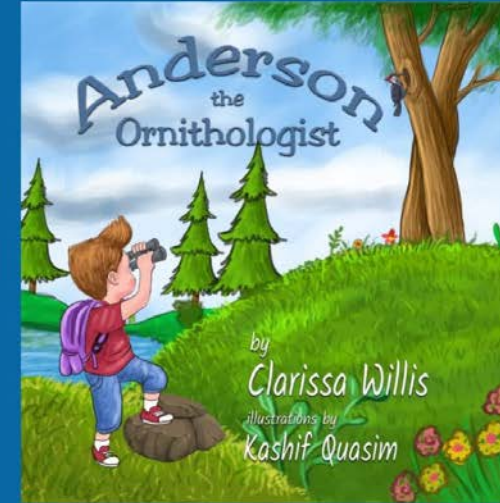
Clarissa Willis
AUTHOR, CONSULTANT, EDUCATOR

Whose Who and
What's What in
Publishing

- Clarissa@clarissawillis.com
- <https://clarissawillis.com/>

The Elephants

1. What
2. Who
3. Business
4. Marketing
5. The horizon



Available on Amazon and Kindle Unlimited

1



What kind of writer are you?

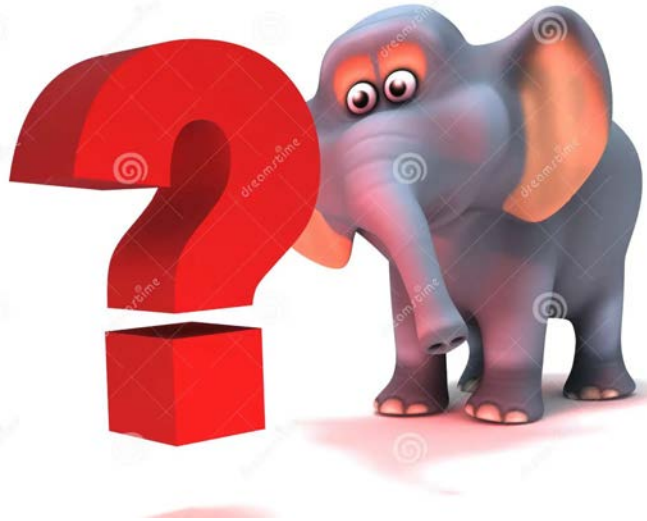
Aspiring

Perspiring

Inspiring

Retiring

Quagmire-ing



2

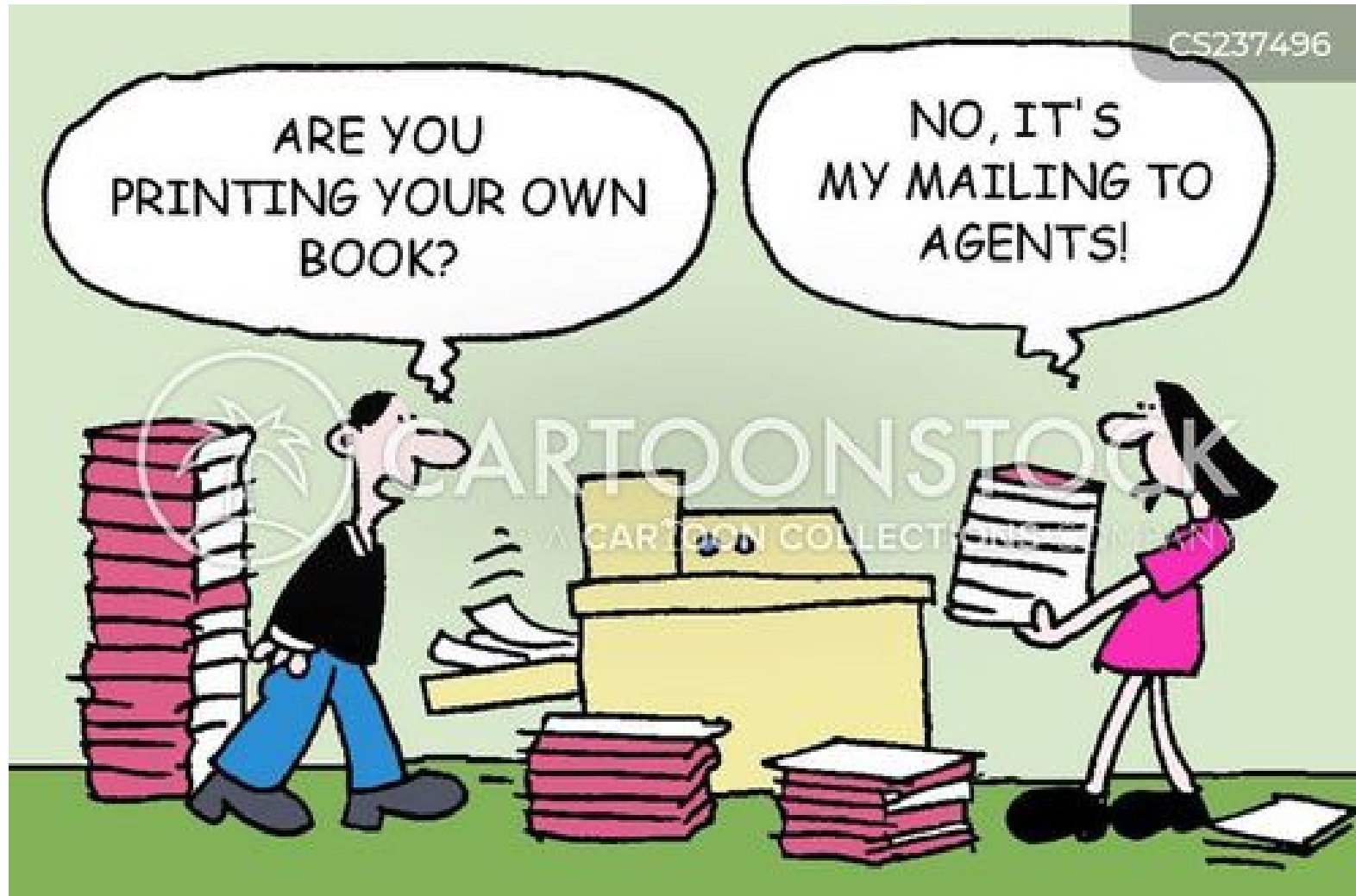


WHO?

What kind of publishing opportunities are out there?

Agented
Traditional
Indie
Hybrid
Self-published
Vanity Press

Do I need an agent?



Types of Publishers

1. Traditional
2. Large
3. Small-Mid Size
4. Indie Press
5. Hybrid Press
6. Self-published
7. Vanity Press



What determines what?

- Where a company falls within this ranking depends on the following
 - Number of books on their front-list and how those books sell
 - Number of authors they represent
 - Net Revenue
 - Business plan
 - Size of paid staff
 - Industry standard

What to do if I get a contract

- Research
- Look at definitions
- Talk to other authors who write for that publisher
- Get a lawyer to look it over- intellectual property lawyer
- Do NOT give away all your rights
- Talk to staff, this is hopefully going to be a long-term relationship.

3 Business



Basics

Website, business cards, swag

Social Media

Beware of false prophets

Do your market research

Learn how to promote yourself

Get creative

Social Media

Pick one then move to two

Newsletter

Don't just promote your books

Look for different places

Facebook ads

Amazon ads

Define your audience

- Parents- What appeals to them? What will they buy?
- Children- What age group is the book for?
- Teachers-What are they looking for?
- Niche- Decide if your book will have a specialty niche.
- Wait, there is one group of buyers we left off? Any ideas?

Bios Matter



Linda Apple is an inspirational speaker and the author of *Bow Wow! Book of Winston's Words of Wisdom*. A series of inspirational stories featuring her dog, Winston. According to Linda she never intended to join the world of children's book authors, but watching her grandchildren interact with Winston changed her mind. Winston and Linda have an interactive website for children, parents, teachers and fans of Winston. Check out their website [here](#).



Mary Jo Huff is known for workshops, keynote addresses and staff development. Her extensive experience in early childhood helps her as she connects to the power of story, puppet play, music and movement. She brings a unique and workable approach to telling stories. Mary Jo enjoys speaking for family nights and opening ceremonies. She has been in the world for children's book authors for quite sometime and looks forward to the publication of her newest book *No, no Ebenezer* in 2022. Check out her website [here](#).

- The Tax Man Cometh





4 Marketing



AI- pros and cons

Art Generators- X
Text Generators- Maybe
Help with publishing- Yes

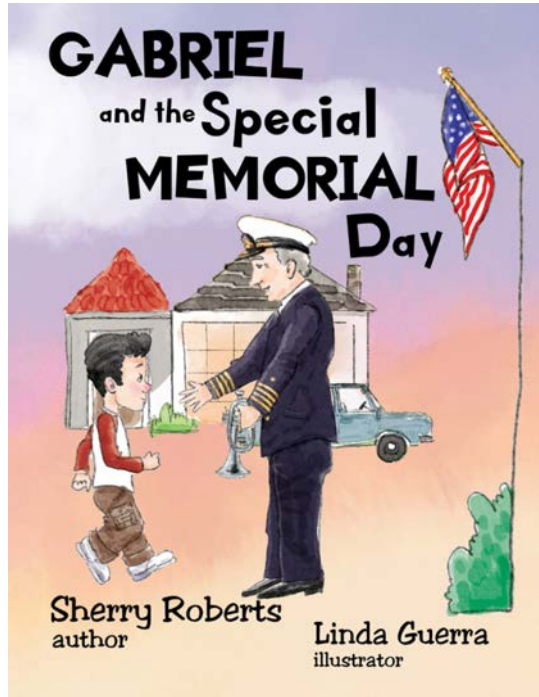


<https://kindlepreneur.com/amazon-book-description-generator/>

Autocrit-<https://www.autocrit.com/>

Openart.ai

Shimmr.ai



Gabriel was so excited to find out what Mr. Wayne was going to do for this special Memorial Day celebration. He watched all morning as the rain came down, hoping it would stop in time to go to Mr. Wayne's.

Finally, the rain stopped, and it was time to go. Gabriel had a special present for Mr. Wayne. Find out what the surprise is by reading more.

Are you ready for a heartwarming story? Step into the neighborhood, where Gabriel awaits the start of a special Memorial Day celebration. Despite the pouring rain, he's eager to see what Mr. Wayne has planned. As the rain finally clears, Gabriel sets off with a special gift in tow, ready to show his appreciation for Mr. Wayne's efforts.

What is the surprise Gabriel has in store? Will it be enough to bring a smile to Mr. Wayne's face?

Find out in this touching tale of community and friendship.

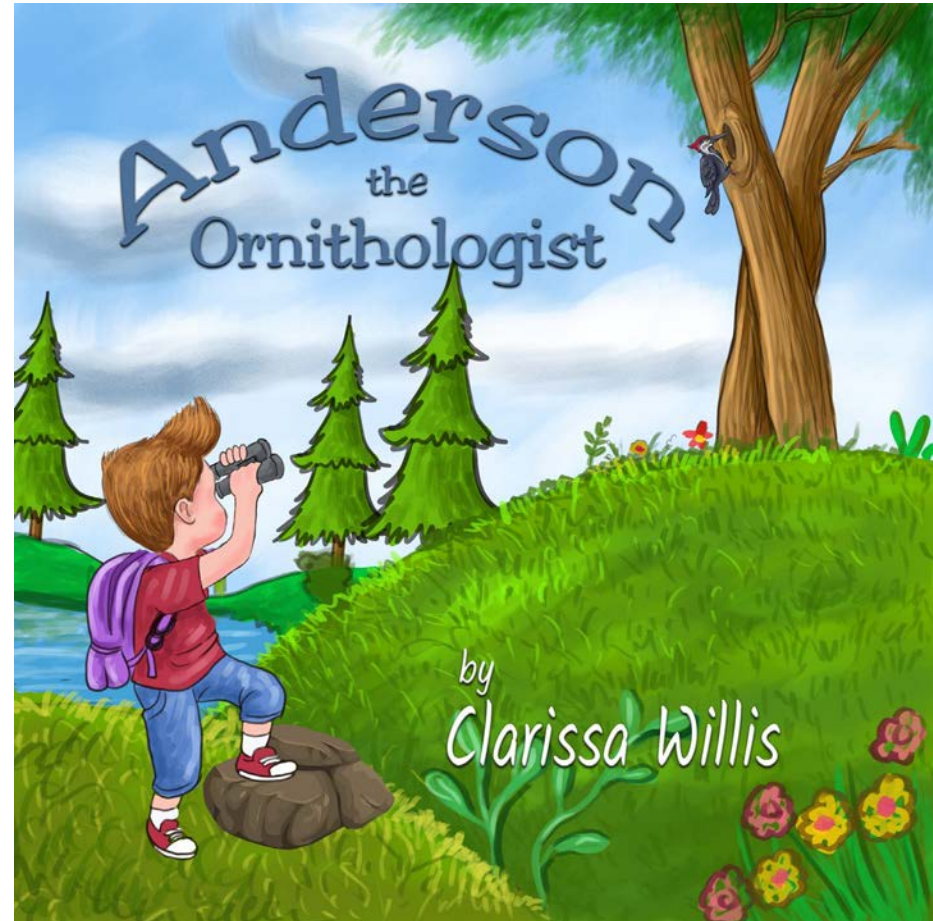
Everyone needs an editor

-
- Grammerly works for me
 - My cousin's second husband's daughter loves to read. She can proofread.
 - I taught English for 38 years don't you think I know how to read?
 - I got the best deal from Fiverr someone from Kasbeckistanaslovenburg will edit my book for \$20.

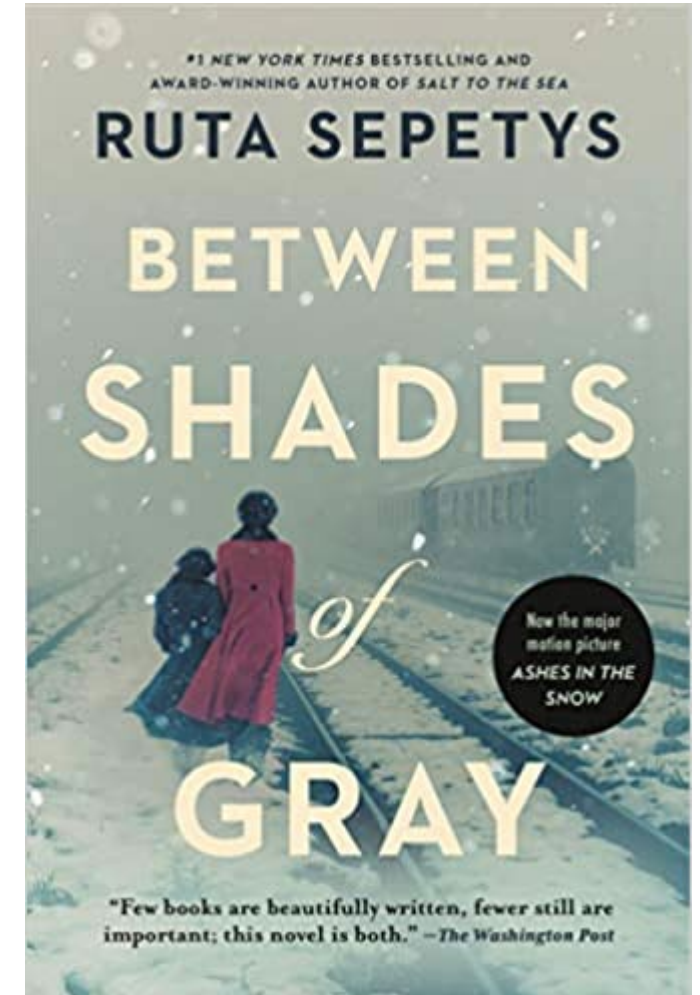
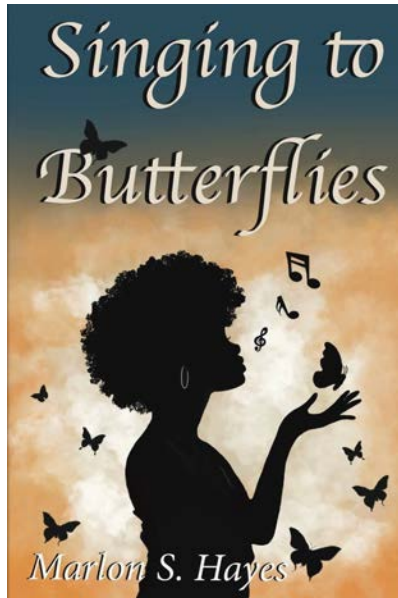


katierichards09@gmail.com
megwelchdendler@gmail.com

5. The Horizon

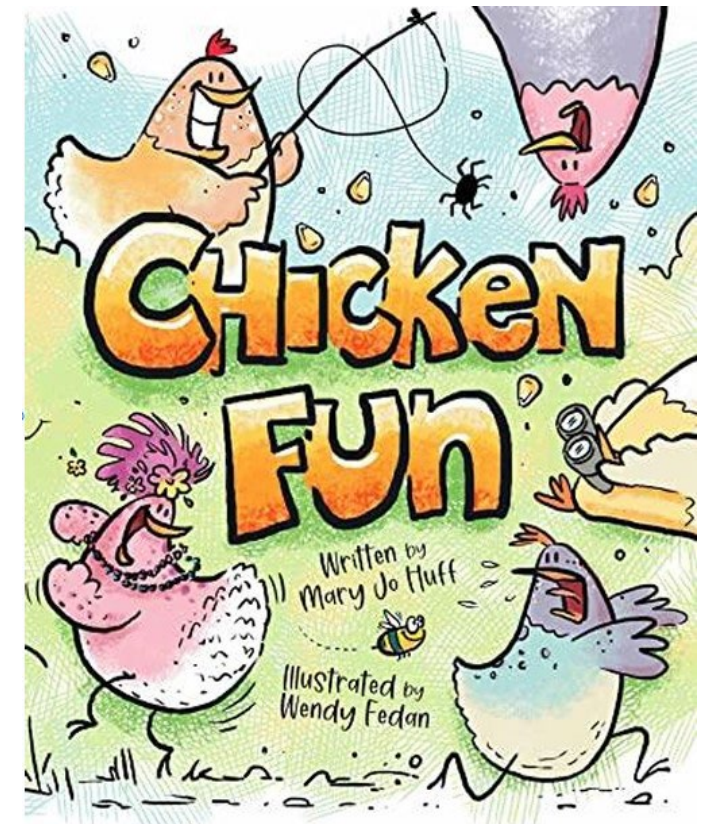
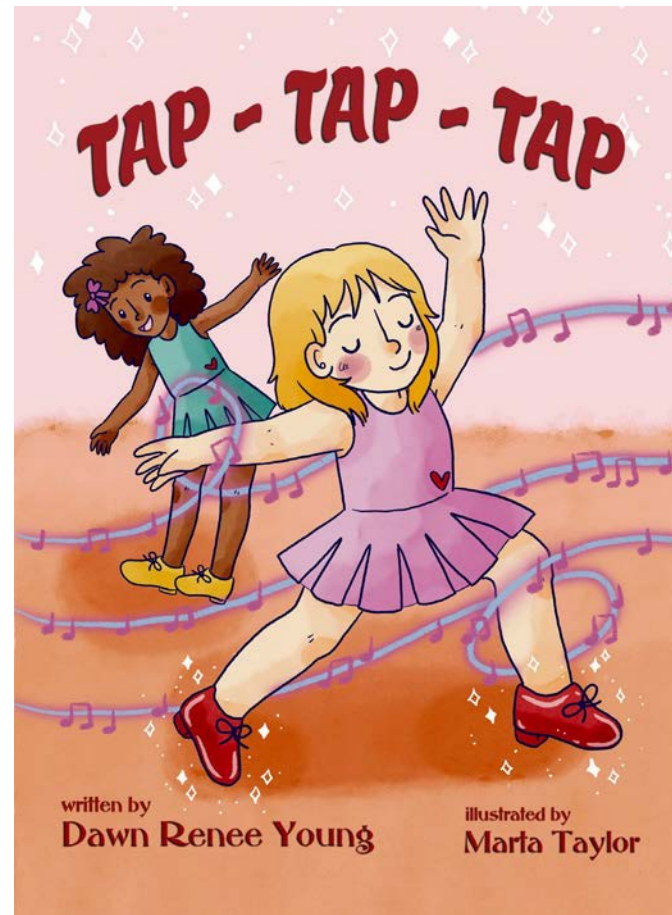


TITLES MATTER

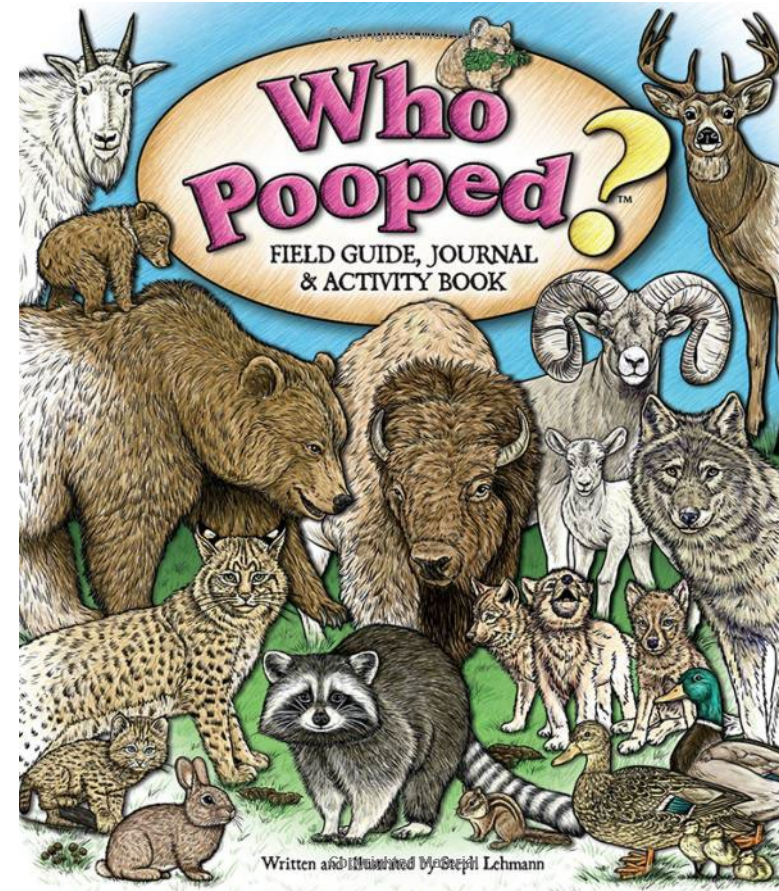
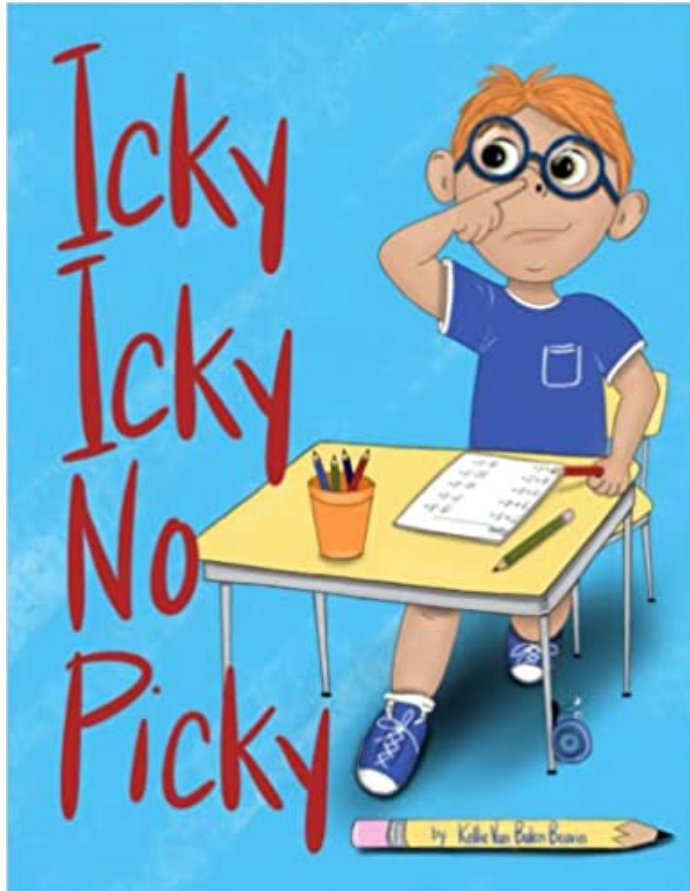


jc@jayceedelorenzo.com

Sharon@paperback-press.com



The Raunchy Book Phase!



Want the handout?



✉ www.clarissawillis.com
🌐 clarissa@clarissawillis.com

3364079098 📞
@clarissawillisauthor 📘

Clarissa Willis
AUTHOR, CONSULTANT, EDUCATOR