




The Business of Writing

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RULES

1. Learn the basics
2. Start small
3. Understand the business
4. Make informed choices
5. Shameless self-promotion



Available on Amazon and Kindle Unlimited

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Basics

- Website, business cards, swag
- Social Media
- Beware of false prophets
- Do your market research
- Learn how to promote yourself
- Get creative

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Basics

Look at people who are influencers

Start Small

Inform yourself

Form alliances with other writers

Learn how to promote yourself

Find your niche

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Social Media

Pick one then move to two

Newsletter

Don't just promote your books

Look for different places

Facebook ads

Amazon ads

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Types of Publishers

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

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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.
- Adults

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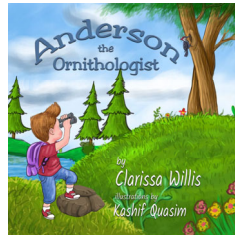
Know your audience

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Example

Anderson prefers to do everything alone. One day a new kid named Sam joins him for lunch. Anderson is surprised and doesn't know what to say. But Sam's friendliness gives Anderson the courage to tell him a little about himself, such as his love for (ornithology) birdwatching. To his surprise, Sam wants to go birdwatching with him.

Anderson's story helps children recognize that being friends with someone different is rewarding. In addition, it shows how children with Asperger's syndrome can become true and loyal friends when given a chance. This is not a book about autism. This book is about Anderson, a child with autism, and his amazing hobby.



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- Own voices
- Non-fiction
- Realistic
- Life
- Fantasy

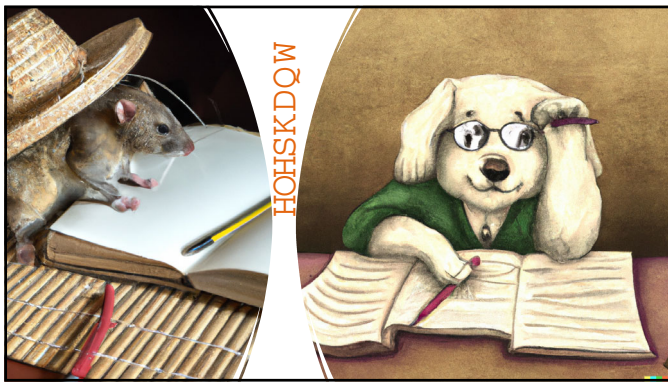
Clarissa Willis has a PhD in Early Childhood Special Education from the University of Southern Mississippi. She also has a Masters Degree in Speech-Language Pathology from the University of Arkansas at Fayetteville. She has traveled extensively as an educational consultant and keynote speaker. Formerly the Associate Director of the Center of Excellence in Early Childhood Learning and Development at East Tennessee State University, she directed such projects as Tennessee's Early Intervention System Technical Assistance Project, The East Tennessee Autism Training Project, and Expanding Horizons Early Intervention Program to name a few. She has written curricula for Frog Street Press, Kaplan Early Learning Company, and Scholastic. In 2013, she returned to her first love, teaching, and currently is an Associate Professor of Teacher Education at the University of Southern Indiana. Clarissa is excited to announce that the first in a series of five children's books, *Critter Invasion*, a book about early childhood anxiety

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Bios Matter

Clarissa (Chrissy Willis) was the product of a minister and an actress. She has always had an active imagination and enjoys speaking and writing. She lived in nine states. She was a major corporation's senior vice president of publishing and was once arrested for horse theft. As a child growing up in Little Rock, Arkansas, she wrote stories and got into trouble for a variety of mishaps, from the attempted murder of her brother, a crime she swears wasn't her fault, to robbing the collection plate at church. As an adult, she has provided workshops and keynote addresses in all 50 states and three foreign countries. She is the author of nineteen teacher resource books and four children's books and is working on a memoir. In her spare time, she serves on the board for Ozark Creative Writers and Between the Pages.

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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.



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- The Tax Man Cometh



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Want the handout?



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