After NaNo

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(But so does the **real** fun!)

Congratulations!!!



Your Novel is NOT Done!

Your Novel is NOT Ready!

Revision is Where the Real Writing Happens!

After NaNo

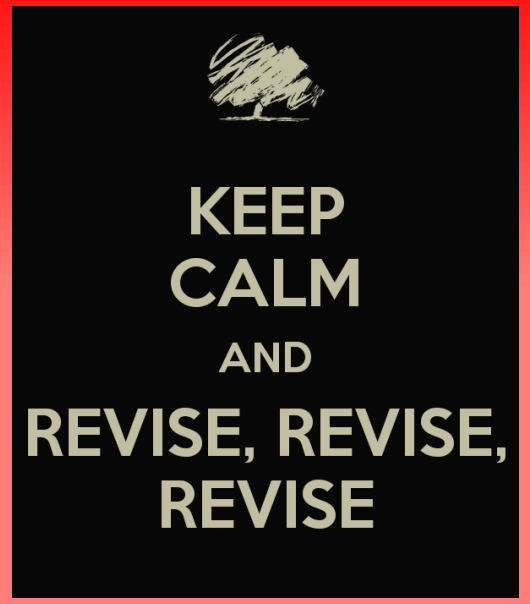
- Wrap-Up Survey
- Finish the novel
  - Novels typically range in the 50-100K range depending on genre, with 65-75K as a decent average you can aim for if unsure
    - Write 1,000 words a day in December to reach 80K!
- Put the novel away for at least thirty days
  - Plan to revise in January or later
    - You can make some preparations in the meantime
    - Review the revising resources available at nanowrimo.org
- Do you plan on revising and publishing your novel?
  - Revise and Edit
  - What is your publishing goal?
    - Sell or Not to Sell
  - Decide on Publishing Path
    - Traditional Publishing, Self-Publishing, Other Options



Tip: Agents and Publishers are heavily queried in December because of NaNo. Wait a few months and do serious revision before querying these folks.

Revising

- Revising is where the real writing and real work take place
  - The artform, the crafting, takes place here
- Find a way that works for you
  - But let's provide you with a general framework
  - Don't be afraid to make changes/deletions/additions/etc
- Step 1: Print it out
- Step 2: Read it as a reader
  - What works, what doesn't? What's confusing? Where is the pacing off? What did you love and what did you hate? Find the issues!
- Step 3: Tear it apart ("Focus on the forest")
  - Focus on making a good story – the plot, the pacing, character arcs, the order of events, etc.
- Step 4: Write Revised Draft
  - Repeat steps 1-4 until you have the story that you want!
- Step 5: Polishing ("Focus on the trees")
  - Spelling, grammar, punctuation, etc.

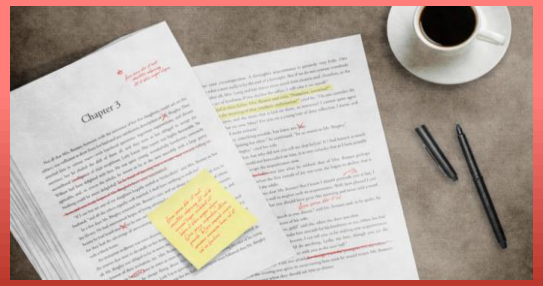




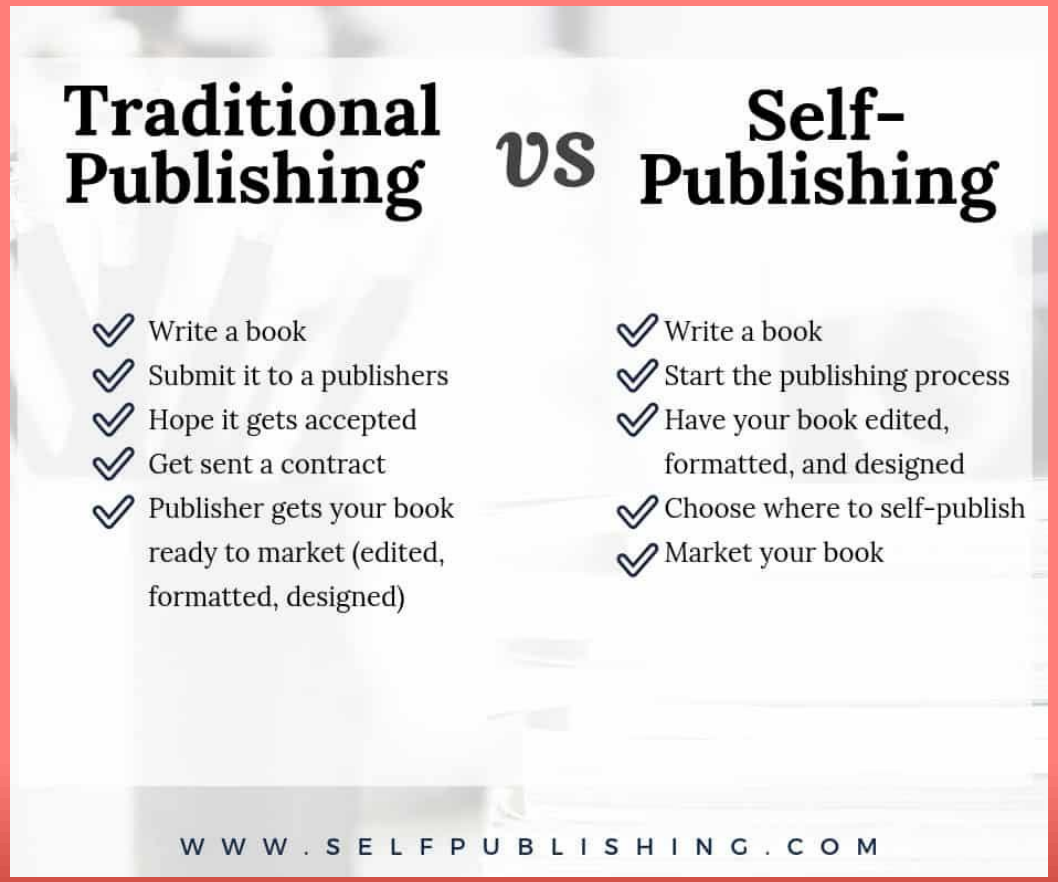
Editing

- Wait, isn’t editing what I just did?
  - The two are similar and often considered to be one in the same
  - While not “official”, I tend to think of revising as something the author does and editing as something a trained professional does
- You should have your manuscript professionally edited after you have revised it
  - There are lots of different kinds of editors out there
    - Some with different names for very similar job functions (copy editor vs. proofreader)
    - Both a **developmental editor** and a **proofreader** are highly recommended
  - You’ll need to go through another revision process or more after editors review the manuscript





Publishing Options







Traditional Publishing

- What you'll need (minimum)
  - List of agents to query
  - List of publishers to query
  - Query letter (one for agents and one for publishers)
  - Book proposal
- Wait until you have at least a chapter or two revised before sending out queries!
- Do background research on what needs to be included in the query letter and book proposal
  - Recent related titles, target audience, marketing strategy, book tagline and overview, sample pages/chapters, book outline, etc.

Self-Publishing

- A book coach may be useful
  - At the very least, you'll want a book or some kind of guide/course to help you through the process
- Set up Amazon/Ingramspark/B&N/etc. accounts (POD distributors); get your book edited/proofread; hire a book cover designer (or do it yourself); buy ISBNs; format book (I do mine in Scrivener); develop marketing strategies (buy ARC copies)
- Total cost for this can vary greatly
  - Editor ($30+/1000 words; $1000+); Proofreader ($15/1000 words; $750+); Book Cover ($500-1500, usually); ISBN ($100); ARC copies ($100+)
    - You can find "discount" editing and proofreading services, and covers under $500 are usually not worth the money; Remember – you get what you pay for…
      - This doesn't mean you might not find good deals (e.g., a great proofreader for $300 or a wonderful cover for $350) – just be careful!

Alternative Publishing Options

- Hybrid Publishers
  - Publisher and author share in the cost and risk of publishing the book
    - Author often pays the upfront costs to produce, publish, and distribute the book
    - Publisher often pays for editing, marketing, and/or design
    - Specific responsibilities vary from publisher to publisher
  - Advantages: Author gets higher royalties than in traditional publishing; usually a better chance of wider distribution, such as in bookstores; publisher already has a customer mailing list and social media to promote to
- “Vanity” Publishers
  - Author pays the publisher to produce the book; publisher takes on no financial risk
  - Similar to hybrid publishers, but there is no author support, often hidden fees and terms, and have no interest in if your book sells or not
    - Their money comes from you having them produce and print your book
  - Poor reputation; best to avoid except for those who only want to print their book but not necessarily sell it

Did you notice?

- No matter how you decide to publish you novel, no one does any of the **marketing** for you
  - Sure, some publishers may have mailing lists, etc., but that's not real marketing
  - The author is almost always and entirely responsible for marketing the book (including most/all associated costs)
- Recommend a book, blogs, or book coach to guide you through this



101 BOOK MARKETING IDEAS

1. Create a marketing plan
2. Research your readers' favorite websites, blogs, and social media platforms
3. Conduct a focus group with potential buyers
4. Craft your elevator pitch
5. Create business cards
6. Create a sell sheet for your book
7. Create a media kit that includes a press release, Q & A sheet, bio, and sell sheet
8. Launch your website
9. Publish blogs to your website
10. Become a guest blogger
11. Register for conferences
12. Go to a book fair
13. Network with other writers
14. Collect email address at events
15. Create an email opt-in option for your blog or website
16. Bring books to your local library
17. Announce your book in your college alumni publication
18. Run targeted social media ads
19. Buy ad space on a blog or website

Finishing Steps!

- Finish your novel if the draft isn't done!
  - Don't lose your momentum!!!
- Once finished, lock it away for at least 30-45 days before beginning the revision process
- Use the steps provided in this workshop to revise your novel
- Get your novel professionally edited and proofread
- Design on publishing model and take the steps suggested
  - For example, this would be the time to get a cover designer or finalize the book dimensions with your designer
- Stay in touch and let me know how your novel progresses! ☺

Thank You!

Questions or Comments?

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