

# Self-Publishing Seminar

Saturday, March 16, 2019

8:30 a.m.—5:00 p.m.

Cobb Galleria, Ballroom B

2 Galleria Pkwy SE • Atlanta, GA 30339



## Schedule

**9:00 a.m. – 9:15 a.m.**

Introduction and Welcome

Zachary Steele, Executive Director and Founder of Broadleaf Writers

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**9:30 a.m. – 10:30 a.m.**

*The Choice to Self-Publish: Why You Should (or shouldn't)*

You have your manuscript written and edited. But you can't decide whether to pursue a traditional publishing contract or take on the process yourself. Join our panel as they discuss the process of self-publication, what it means to your work, what rights you can maintain, and why it might be the best path for you.

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**10:45 a.m. – 11:45 p.m.**

*How Long Will it Take?: The Process of Self-Publishing*

Once you've decided to self-publish, the real work begins. How long will it take to get your book in print? How do you decide on where to print? Our panelists will walk you through the options, offers resources, and guide you on to the next step!

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**12:00 p.m. – 1:00 p.m.**

*Putting it All Together: Editing, Cover Design, Interior Design and More!*

It's time to get your manuscript ready to print! In this panel, we'll tackle how to find an editor that suits your work, how to make sure the interior of your book is clean and structured properly, the all-important visual of making the perfect cover, and most importantly: How much will all this cost?

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**1:00 p.m. – 2:30 p.m.**

Lunch

There are options for lunch in the Cobb Galleria and across the walkway to Cumberland Mall. Our speakers will be available during lunch should you wish to ask more questions!

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**2:30 p.m. – 3:30 p.m.**

*Sell More Books: Publicity and Marketing Before and After Publication*

Whether you self-publish or take the traditional route, marketing and publicity will fall on your shoulders. Be prepared for the task ahead and start your promotion before your book is ready to sell! From social media, to bookstores, to local libraries and so much more, the promotion of your book requires your full attention.

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**3:45 p.m. – 4:45 p.m.**

*Something Learned, Something Shared: Self-Publishing Success Tips and Tricks*

Some of the greatest success stories come from those who made more than their share of mistakes. Our panelists are ready to share some tips and tricks they've learned along the way, to lead you down the path to success with your book!

**4:45 p.m. – 5:00 p.m.**

Closing Remarks

Zachary Steele