

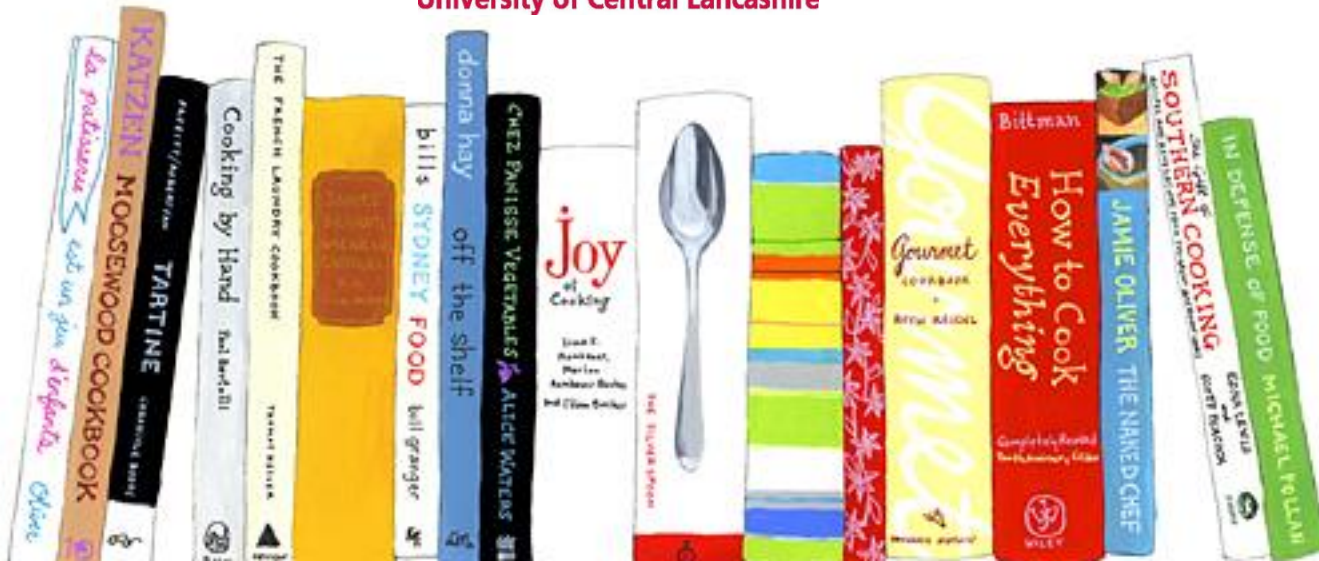
# So you want to be a publisher or a writer?

Debbie Williams

University of Central Lancashire, UK

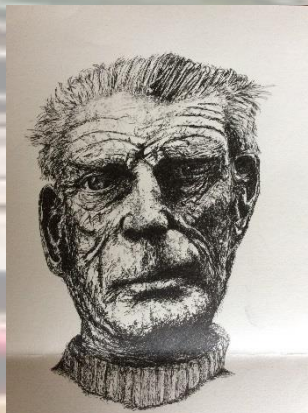
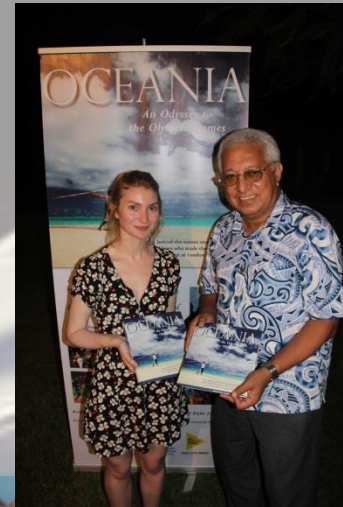
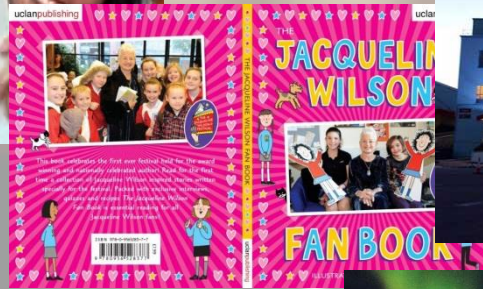


University of Central Lancashire



# A bit about me &

# uclanpublishing



# What do publishers do all day?

- Acquisition
- Project planning
- Editing
- Designing
- Art directing and picture researching
- Copyediting
- Production
- Distribution
- Selling and rights
- Marketing and promotion



# What do writers do all day?



- Read
- Research
- Write every day
- Talk to people
- Walk
- Write fast
- Draft and re-draft

## Different types of writers

- Academic
- Article
- Copywriter
- Ghost
- Book packager
- Game
- Grant
- Non-fiction
- Play and screen
- Speech
- Journalist
- Translator



# How to get a job in publishing



- Do your research
- Choose the company, not the job
- Start at the bottom
- Do a placement
- Keep up to date
- Network
- Gain the right skills
- Do a publishing course

# How to get published

- Do your research
- Practice your pitch
- Agents
- Self-publishing
- Blogging
- Feedback
- Enter competitions
- Join an organisation/  
group
- Crowdfunding
- Don't give up!
- Take a course
- Make sure your work is  
excellent



# Questions?

<https://www.youtube.com/watch?v=yCms7HEic5I>

Letters to Africa – our first book

