

# Programs for Writers

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## Accepted? Rejected?

*The top reasons why agents and editors say yes or no*

Can you get a publishing deal if you don't know your genre? How do you avoid being one more nameless/faceless submission? Do you have an author's platform and are you standing tall on it? Is your manuscript ready for primetime? Give yourself a head start on your publication adventure by understanding the factors that lead to rejection or acceptance of a book submission.

## Book Publishing

*After the Future Found Us*

Book publishing didn't change much for decades, if not centuries. Publishers were the gatekeepers who decided who and what would be published and offered to the public. In the last decade, the publishing industry has changed more than it has in the hundred preceding years. With multiple new distribution methods from audio books to iPhone apps, from e-books to podcasts, readers have a myriad of ways to acquire books and avoid bookstores. Factor in self-publishing, POD, e-readers, Internet bookstores, celebrity authors, and multi-media book "experiences" and the landscape is forever changed. After sweeping through the country, plowing the small indie bookstores under, the big bookstore chains are on the ropes. The number of books "published" has increased five-fold yet we have no more readers or book buyers growth to absorb this inventory. What does it all mean?

## The Misused En and the Misunderstood Em

*Understanding the editing process so editors love you and publishers think you're a pro*

What IS editing? What's the difference between an acquisition, developmental, line or copyeditor? How does an author work with an editor? What is the role of the peer reviewer or proofreader? What is a house style? Scare quotes? Invisible formatting? Do you cap for up-style or down-style? How do you prep a manuscript for layout? Whether you are still sending out query letters, have a publishing contract in hand, or planning to self-publish, a solid working knowledge of editing is essential for the professional writer.

## How it Works

*The lay of the publishing land*

Learn the basics of the publishing industry from the big New York publishing houses to smaller independent presses to the scary world of self-publishing. How do the publisher, distributor, and wholesaler relationship work? How do e-books fit into the mix? Learn to evaluate your options, whether you need an agent, and what to expect during the publishing process.

## Writing Your Story

*Crafting a memorable memoir*

A nuts and bolts workshop about writing and publishing a personal memoir. Where and how do I start? How much truth is too much? Does my life have enough "story"? Do I need an editor? What are the publishing options? From deciding what "voice" to use to worries about trusting your memories, this program offers practical tips for telling your own story.

## Mom was Wrong!

*Everyone judges a book by its cover*

Whether you've got a contract with a NYC publisher, a pub deal with an indie press, or if you're going it alone as a self-publisher, you need a solid background on what makes a good cover and why. How big should the title be? How can a cover look legible from across the bookstore and still be readable in postage stamp size on Amazon? Should your cover have photos or illustrations? Creative advice illustrated by dozens of cover examples.

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*Carolyn Hayes Uber is president of Stephens Press, LLC. The company is the book publishing division of Stephens Media, LLC that also publishes newspapers, magazines and other publications across the country including their flagship, the Las Vegas Review-Journal. The press publishes a wide range of genres including biography and memoir, history, nature and outdoors, current affairs, entertainment, cooking, children's books and more. The CityLife Books imprint focuses on shorter fiction and non-fiction titles with an edgy Vegas-centric vibe, while the LifeStories Books imprint publishes memoirs.*

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