



## ***How to Market or Disappear***

Sydney 1 February 2009

### ***Session 1:***

#### ***The Business of Books: The Author's Perspective***

***by Hazel Edwards***

Hazel's presentation contained a mountain of information as to how we should conduct/promote ourselves as professional creators.

She has coined the word 'Authorpreneurship' to explain how we can initiate, monitor and utilize rights in our work and get greater recognition (and thereby more work and financial reward).

Hazel gave us some media-worthy tips about presenting at conferences/giving talks and radio interviews, including:

- ~ link the title of your presentation to the book you are currently promoting.
- ~ have anecdotes (preferably humorous) you can draw on that are directly related to your book.
- ~ during a presentation, remember to change the pace frequently (eg audience participation) to keep people interested.

Ever mindful of the inner needs of the creator, Hazel stressed the importance of having SOUL projects: ones we do not just for the money, but for pleasure and creative satisfaction.

Amongst the general advice was:

- ~ to use our down-time to do all the tedious paperwork/admin that we may not enjoy, but that HAS to be done in order to maintain our profile and keep viable.
- ~ register with CAL, ELR and PLR.
- ~ add a visual of the cover of our latest book (plus publication info) to the e-tag of all our business emails.
- ~ become familiar with new technology; don't be afraid of power point presentations, and be aware of the future implications of digital technology re the reproduction of our work.
- ~ if you write fiction, the way to publicize it is by non-fiction: for example, value add to your work by writing articles for magazines and other publications.
- ~ if you've spent time and energy researching a particular theme for a children's book, consider using that knowledge to write in other formats such as young adult, plays, newspaper articles and how-to manuals.

Apart from the importance of a website for solo creators, Hazel stressed the value of belonging and linking to professional organisations such as the Australian Society of Authors and SCBWI, for networking, keeping up to date and for the support their services offer.

**Session 2:**

***The 100 Views Project***

**by Libby Hathorn**

Author Libby Hathorn introduced her very enjoyable and informative session with advice to always keep our antennae up: to be aware of the possibilities that lead on from even the simplest projects and ideas.

Inspired by a quest by Hokusai (Japan's best known artist, most famous for "The Wave") to represent Mount Fuji one hundred times in his paintings, Libby designed her own "100 Views" project. Initially working with four Sydney schools, 100 VIEWS allows for enhanced creative thinking involving students to participate in workshops and interviews to celebrate their community via music, art and poetry.

Inspired by the great work done by Australian couple Rebecca and Adam Ordish and their Mitrata Foundation (see : [www.mitrata.org](http://www.mitrata.org)) in Katmandu, Libby travelled to Nepal with a visual artist colleague. The result, a fabulous film documentary, was then shown to us, and although there was no time for a follow-up Q and A, many of us took the opportunity over lunch to discuss with Libby the many themes and ideas put forward in the film.

Learn more about the 100 views project at: [www.100views.com.au](http://www.100views.com.au)

**Session 3**

***Marketing: the Publisher, Magazine Editor and Bookseller***

This was a panel format chaired by **Susanne Gervay**:

**Sophia Whitfield** (Publisher at New Frontier), **Christine Keyes** (Editor of the new "Coast Kids" magazine) and **Ruth Franklin** (Bookseller of Books and Beyond in Sydney). Each panellist spoke for ten minutes on her industry, then the floor was opened to questions.

**Sophia**, in her role as marketer and publisher, gave us a brief history of the marketing campaign behinds two recent books: "Jessica's Box" by Peter Carnavas, and "Flight of the Bumblebee" written by Hazel Edward and illustrated by Mini Goss.

Peter Carnavas, a Queensland primary school teacher, was previously unpublished, whereas Hazel already had a reputation as an established children's author, so their campaigns were vastly different. It was fascinating to get an insight as to the mechanics of bringing these to books to the public's attention. Sophia also talked generally about author submissions (she gets huge numbers!) the pitfalls of self-pitching, and the importance of presentation when sending manuscripts to a publisher.

([www.newfrontier.com.au](http://www.newfrontier.com.au))

**Christine** has a background in media and her latest venture is into publishing.

([www.coastkidsillawarra.com](http://www.coastkidsillawarra.com))

She gave us some great ideas about approaching publishers, how to write your pitch to editors (What's the point? What are you trying to say?), how to run your own mini

marketing campaign (if you are too nervous to approach the media yourself, get a colleague to do it on your behalf, then return the favour when her/his book comes out) Christine also gave some dos and don'ts about how to cope with radio/tv interviews: don't reveal *anything* you don't want recorded for posterity, don't wear patterns or big earrings on TV, do be pro-active, do contact the media from places from your past; your birth town, school, previous towns you've lived in will all claim you as their own and be happy to publicise your new book.

**Ruth**, who was also selling copies of the "Making Tracks" books during the conference, spoke of her business "Books and Beyond" in St Ives, Sydney.

([bksandbeyond@optushome.com.au](mailto:bksandbeyond@optushome.com.au)).

She spoke of how she constantly has to make decisions as to which books to stock and promote and which to reject, and she made us aware of the importance of a good front cover design, the relevance of a book to the school curriculum, the power of the CBC shortlist and the KOALA awards. She included an appeal for more books with humour.

#### **Session 4:**

##### **Networking**

##### **by Christopher Cheng**

By this stage of the afternoon time was running short, so Chris gave a brief, live demonstration of the revamped SCBWI website.

He urged all of us to get websites and embrace You Tube as a way of publicizing our work.

He asked those of us with websites to create a link to the SCBWI website, and to make sure that if we do make videos for inclusion on flickr and YouTube that they are of a professional standard.

He also asked us all to log on to [www.scbwi.org/](http://www.scbwi.org/) to ensure our email addresses are up to date, as renewal and reminder notices are now emailed, not snailmailed.

Chris brought the Conference to a close, though I'm sure we all felt we wanted more.

##### **Book Launch**

After a pause for champagne and nibbles (beautifully catered for as always by the Hughenden) **Judy Gauld** launched the two latest "Making Tracks" publications ([www.nma.gov.au/kidz/making\\_tracks](http://www.nma.gov.au/kidz/making_tracks)): "Turning the Page" by **Felicity Pulman**, illustrated by David Cox, and "Daisy Sunshine" by **Susanne Gervay**, illustrated by **Teresa Culkin-Lawrence**.

Felicity, and Susanne and Teresa (dressed in the fashion of the seventies, kaftans and beads, and introduced by a hearty group singing of "I am Woman") all gave brief speeches about their involvement in this commendable series which highlights items from the Australian Museum Collection.

And then, sadly, it was all over. I look forward to the next Conference, and urge you all to attend. Many thanks to Susanne and Chris for all their hard work and preparation, and to The Hughenden Hotel for providing the beautiful venue.

This report compiled by **Marjory Gardner** February 2009